SAN JOSE CORE AREA STUDY

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AN ANALYSIS AND EVALUATION

OF

PAST STUDIES, EXISTING CONDITIONS AND CONSTRAINTS

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AN EVALUATION OF PAST STUDIES, EXISTING CONDITIONS AND CONSTRAINTS

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(Not included in this volume)

1.0 INTRODUCTION

1.1 SCOPE OF THE REPORT

"Much work has already been done on San Jose's Metropolitan Core area. But much more needs to be done to evolve a meaningful and worthwhile program for deriving the most and the best benefit from the studies and projects done thus far or proposed for the future." [1/]

This report, entitled the "Analysis and Evaluation of Past Studies, Existing Conditions and Constraints", is the Consultant's first contribution to the current Core Area Study. It is an attempt to review all the studies, reports, plans, programs, construction and planned construction in the Core Area and to assess their relevance to current and future problems and opportunities. Time goes on. Much of the thought given to the study area is already unrelated, out of date, or in need of reassessment. This report attempts to pull together all the information, ideas and projects which do have relevance and which will contribute to the re-creation of an integrated, functional and handsome urban core of which all citizens of the San Jose metropolitan area may be proud.

1/ Metropolitan Action Plan: Preliminary Prospectus for Core Area Action. San Jose Planning Department, July 1969.

This analysis and evaluation stage of the Core Area Study is the first step in the task ahead of developing a coordinated Action Plan. The second step will be to prepare Sketch Plans. These will project ideas for a short-range program of 5 years as well as delineate a long-range development policy for the next 20 year period. The proposals will relate to the development of the Core Area in the City and to the metropolitan area as a whole. They will be based upon the constraints and opportunities identified in this analysis and evaluation. The Sketch Plan period will allow for the evaluation of several alternative plans before finalized plans are established.

It is hoped that discussions with the City Council, the Task Force and the City Planning Department on the basic alternative sketch plans will be held in early July. Final sketch plans will be developed subsequently to this in the remainder of that month.

The third step in this study will be the preparation of a short-range, 5 year, Action Plan for the development of the Core Area. This plan will be developed from the Sketch Plans and will place particular emphasis on the establishment of public and private development opportunities. This stage of the work will also include working sessions with the Council, the Task Force and the City Planning Department, and will be completed by the end of September.

The fourth step, the development of a Core Area Pilot project, will follow the Action Plan and will be concerned primarily with demonstrating that a sound plan can be implemented and can result in action.

A demonstration project of appropriate scope, as yet still undetermined, will be chosen in the near future and will be the subject of detailed study for approximately two months. It is the Consultant's intent that during this period every effort will be made to move the selected project forward towards action.

1.2 STRUCTURE OF THE REPORT

This report is in six sections, with two appendices. The first section is the introduction to the report. Section two is a summary of the assumptions and recommendations derived from the analysis and evaluation of the remainder of the report. The third section traces the historical growth of San Jose: the first part deals with political growth and annexation policy, while later parts deal with physical growth patterns.

Section four is a synthesis of all the reports, plans, programs, and other influences which have a bearing on the future of San Jose's Core Area. This section is wide in scope and includes discussions of regional

relationships, plans and programs in the City and the Core Area, areas of concern immediately related to the Core Area, and circulation and transportation considerations.

Section five analyzes the economic characteristics and influences for future growth on the Core Area. Different parts of this analysis deal with Core Area population, employment, existing and future office and retail space demands, and general property values within the area.

The last section of this report is an analysis of the urban design qualities of the Core Area. In addition to discussing some of the opportunities available on which to base a future urban design structure, the significant regional relationships are also evaluated.

Appendices A and B are, respectively, a listing and summary of all the reports and publications received and evaluated in this report. Because of the considerable length of Appendix B, it will not be included with every copy of the main text of this report. However, copies are available for review in the offices of the Department of City Planning. This office also has the maps and diagrams prepared by the consultant for presentation purposes which are available for reference upon request.

This interim report has been discussed with the Core Area Task Force and the Department of City Planning, and their comments have been

incorporated. Recent proposals and developments not included herein will be considered in future phases as the work progresses.

2.0 SUMMARY OF CONCLUSIONS

This section of the report contains a brief summary of the consultant's findings and major recommendations for solutions and action with respect to the problems and opportunities in the future development of the Core Area.

The first sub-section presents the consultant's quantitative assumptions for future growth. In the second sub-section those general assumptions which will serve as bases for future planning of the Core Area are summarized. The third sub-section deals with recommendations for short and long term actions.

2.1 QUANTITATIVE ASSUMPTIONS FOR FUTURE GROWTH

City and County Population:

Population increases over the next two decades will depend less on in-migration.

Santa Clara County's population will increase from its present level of 1,080,000 to 1,265,000 in 1975, 1,490,000 in 1980 and 1,690,000 in 1985.

The City of San Jose's population will increase from its present level of 461,000 to 847,000 in 1985.

San Jose's population will continue to represent an increasing percentage of the County's population over the next two decades.

Core Area Population:

Major hotel and college-oriented (SCOPE Project) housing developments will be completed.

Present Core Area residents within redevelopment areas will be substantially relocated within the Core Area.

The present Core Area of some 9,000 will increase by nearly 3,000 persons within the next decade. This increase will come from development of student, faculty and other housing resulting from the SCOPE Project and from new hotel construction.

Income:

The local and national economy will experience continued growth without major or lasting depressions or recessions.

Santa Clara County income levels, which are among the highest in the state, and have experienced the highest rates of increase, will maintain high rates of growth over the next twenty years.

Employment:

The economy will remain strong. Industries dependent on government contracts will not be adversely affected.

Employment in Santa Clara County will increase from the present level of 430,000 to 596,000 during the next decade.

Employment in manufacturing of durable goods, services and government is expected to experience the strongest growth.

Core Area:

Employment in the Core Area will increase from its present level of 12,000 to 28,000 by 1990.

The Core Area will increase its dominance as San Jose's employment center.

Office Space:

The Park Center Project will continue to attract major tenants from the financial community.

Future demand for office space within the Core Area will increase at an annual rate of 100,000-150,000 square feet.

Core Area Retail Demand:

Average additional demand for retail space in the Core Area over the next decade is estimated at between 28,000 and 47,000 square feet per year.

The San Antonio Project is considered the optimum location for a new retail development.

2.2 GENERAL ASSUMPTIONS

San Jose Airport will remain as a jetport in its present location.

BART from Fremont and some extension of rapid transit from the Peninsula will join up in San Jose's Core area within the next 10-15 years.

Santa Clara County will soon update its General Plan in line with ABAG's Regional Plan.

Residential expansion will continue, principally to the east and south of San Jose.

San Jose State College will remain in its present location and will expand vertically in the future.

A convention center will locate in the Core Area.

Any proposed sports arena will locate outside the Core.

City Hall relocation will remain undecided pending the course of this study and the determination of alternative sites in the Core Area.

Additional buildings will be added to the Kennedy Fine Arts Center.

Park Center will become the major office center of San Jose.

New freeways will have a detrimental effect on neighborhoods and will undermine neighborhood identity.

The Guadalupe and Sinclair Freeways will isolate the residential community also bounded by Market and San Carlos Streets in such a way that it will not survive in its present form.

Low-rise and single family housing will be endangered by Core Area functions.

The Supreme Court will rule Article 34 of the State Constitution unconstitutional. Public housing can thus proceed at a faster rate, but will still not keep abreast of the need.

The ethnic identity of the Mexican-American population will remain strong.

The San Jose Hospital will continue to expand at its present location.

A medical school will be created at San Jose State and will be located close to San Jose Hospital.

The advantages of, and the need for, a concerted and coordinated urban design approach in rebuilding the Core Area will be recognized and supported through effective administrative measures and appropriate legal and professional support.

2.3 RECOMMENDED ACTIONS

2.3.1 Short Term Actions

Consider the addition of a representative of Santa Clara County on the San Jose Task Force.

Regional:

Confer with ABAG to learn of any changes of the preliminary regional plan.

Investigation by the City, regional planning agencies and the consultants into alternate routes for BART and determination of the effects on the overall structure of the Core Area as well as metropolitan San Jose.

Start the detailed planning for a San Jose - Fremont BART connection now.

Establish the locations of future BART routes and stations through the Core Area: adopt the locations officially and begin study of procedures for acquiring land and relocating residents where necessary. Relate and coordinate with land development and urban design work.

Consider the impact on San Jose and the Core Area of a San Francisco - Los Angeles Metroliner.

Core Area:

Establish closer cooperation between the Housing Authority, Model Neighborhood, the City Planning Department, and the Redevelopment Agency.

Study possible incompatibilities of land uses in the Model Neighborhood and other neighborhoods adjacent to the Core Area.

Identify areas of incompatibility of Model Neighborhood planned uses with the Core Area Uses.

Study Model Neighborhood Residents' needs in the Core Area: i.e. parks and recreation, shopping, Mexican-American ethnic reflection, etc.

Enact a new zoning ordinance which would create a special zoning district for the Core.

Study the needs and validity of senior citizen housing within the Core Area.

Investigate possibilities of incorporating public housing within the Core Area.

Transportation and Circulation:

Study relationship of downtown freeways on adjoining land uses.

Restudy and coordinate the proposed freeway ramps, surface street plan, parking and pedestrian ways in order to coordinate them with one another and with land development and urban design opportunities.

Investigate further an internal shuttle-type transit system within the Core that ties together activities and interests and connects the major parking facilities--this should be a fun ride, interesting enough to attract riders just for the ride itself (conventional mini-bus or the Carveyor are probably not interesting enough--mini-rail or specially designed small buses or bus-trains might be).

Urban Design:

Restudy the freeway design and modify it, if necessary, based on the following three points of view:

Visual experience from the new freeway

Accessibility to the Core

Impact on the adjoining environment

Encourage a Core Area rehabilitation program to conserve the historical and architectural heritage of San Jose.

Plan a Core Area-wide landscape program and start planting program immediately.

Launch a vigorous program of improving signs, street lighting and other design elements that affect the streetscape.

Illuminate the dome of St. Joseph's Church and other significant landmarks.

Begin the Park of the Guadalupe adjacent to the Community Theater, with a program to extend it both along the river area and into the heart of the Core.

2.3.2 Long Range Actions

Regional:

Investigate transit connections to Daly City and the San Francisco Airport.

Core:

Create the "image" and "atmosphere" in the Core that will attract developers. This should be promoted through a conscious effort on the City's part in connection with:

Assembling buildable sites

Improving access and circulation

Improving parking

Insisting on high standards of maintenance and city-housekeeping

Generating confidence in the fact that the Core is a place "on the way up"

Plan for the Core Area to satisfy each type of retail market it will serve:

Residents of Core Area and surrounding neighborhoods

College student and faculty

White collar daytime population

Regional needs of lower income families

Plan for the functional integration of the "downtown business center" now distributed in several locations. Finance and public utilities concentrated downtown. Real estate, brokerage firms and professional services concentrated along North First Street; insurance companies

and sales businesses associated with the Alameda and the Civic Center; government services and facilities to be located downtown and along North First Street.

Recognize the relationship of the Civic Center and North First Street development to the Core.

San Jose hospital should continue its present policy of slowly acquiring parcels in adjacent residential areas to provide for its future needs of expansion.

Reserve residential land south of Santa Clara Street for student housing.

Transportation and Circulation:

Study effect of freeways on neighborhood life.

Refine traffic circulation pattern so that neighboring residential areas are spared the impact of Core Area traffic.

Urban Design:

Coordinate the design of the urban renewal projects in detail both in function (use, access, pedestrian circulation) and form (massing,

interrelationship of design elements, landscaping, etc.). Do this based on a set of general design objectives for the Core.

Incourage covered walkways, arcades on streets and within city blocks to provide for a continuous network of sheltered pedestrian ways.

Stop the indiscriminate improvement of street lighting. Instead plan for a more sensitive, Core Area-wide lighting scheme that is based on the function and character of the streets and urban spaces. "Auto corridors" should have better lighting and more comprehensible signs; "pedestrian environment" should be lit with more "romantic", more human light; parks where possible, should be lighted with reflected light in order to gain special emphasis and more pleasing appearance.

Strive to attract a "symbol" to the Core Area that will enhance its image and will attract attention to the place--light tower, St. Louis Arch, etc. The symbol does not have to be a particular building.

3.0 HISTORICAL GROWTH OF SAN JOSE

3.1 POLITICAL GROWTH AND ANNEXATION POLICY

The city of San Jose was incorporated in 1850, encompassing an area of approximately one square mile. Market and El Dorado (now Post) Streets were the main streets in the downtown that stretched from San Carlos Street to Santa Clara Street.

During the following two decades, the population, originally numbering less than 5,000, increased by 93 percent to 9,080. While the city boundaries remained the same, population steadily increased to 12,550 in 1880, 18,060 in 1890, 21,500 in 1900, and 28,946 in 1910.

San Jose first expanded beyond its original 1850 city limits in 1911 with the annexation of the Gardner District and East San Jose, the first of many subsequent annexations. Through the decade, the population increased by another 11,000 persons. Of the 18,000 increase in the 1920's, 15,000 was attributable to annexations in that period.

This steady increase in the population and incorporated area continued through the 1930's and 40's. Following World War II, San Jose commenced an annexation policy that reflected a more massive expansion effort. In

the twenty years from 1950 - 1970, San Jose's national campaign to attract new citizens and industries expanded the population from 90,000 to 460,000, and the area from 17 to 140 square miles. In the short span of twenty years, San Jose has multiplied its incorporated area by 8, and its total population by 5.

In 1969 alone, San Jose's population increased by 23,000 and its area by 11,450 acres, of which only 2,155 acres were developed: 122 acres were intended for industrial use to provide jobs for new residents, 103 acres for commercial activity to provide goods and services, and 929 acres for houses and apartments. Schools, parks and other public uses accounted for the remaining 336 acres.

The 23,000 new residents and 2,155 developed acres necessitated the expenditure of $21,869,907 in capital improvements during 1969. This amount was spent for parks, fire stations, libraries, streets and sewers. Breaking this down on the basis of acreage, the costs for each acre developed were $10,148. On the basis of population, the same figures represent an expenditure of $950,866 per 1,000 residents.

These figures are interesting in view of San Jose's past policy of vigorously encouraging the annexation of new land for which the city must provide services. Considering the $10,000 investment in each

acre of annexed land, one might speculate about potential alternate uses for these funds. Some of the funds might have been available for public expenditure in the Core Area and elsewhere if this aggressive annexation policy had not been adhered to so vigorously for so long.

San Jose is now questioning the policy of "expansion for expansion's sake." While undeveloped land is rapidly disappearing, population continues to grow. It is apparent that a judicious policy in controlling future growth, both in numbers and in land, will be vital to the people of San Jose, in order to preserve open space and to assure better quality in the urban environment.

3.2 PHYSICAL GROWTH PATTERNS

3.2.1 Introduction

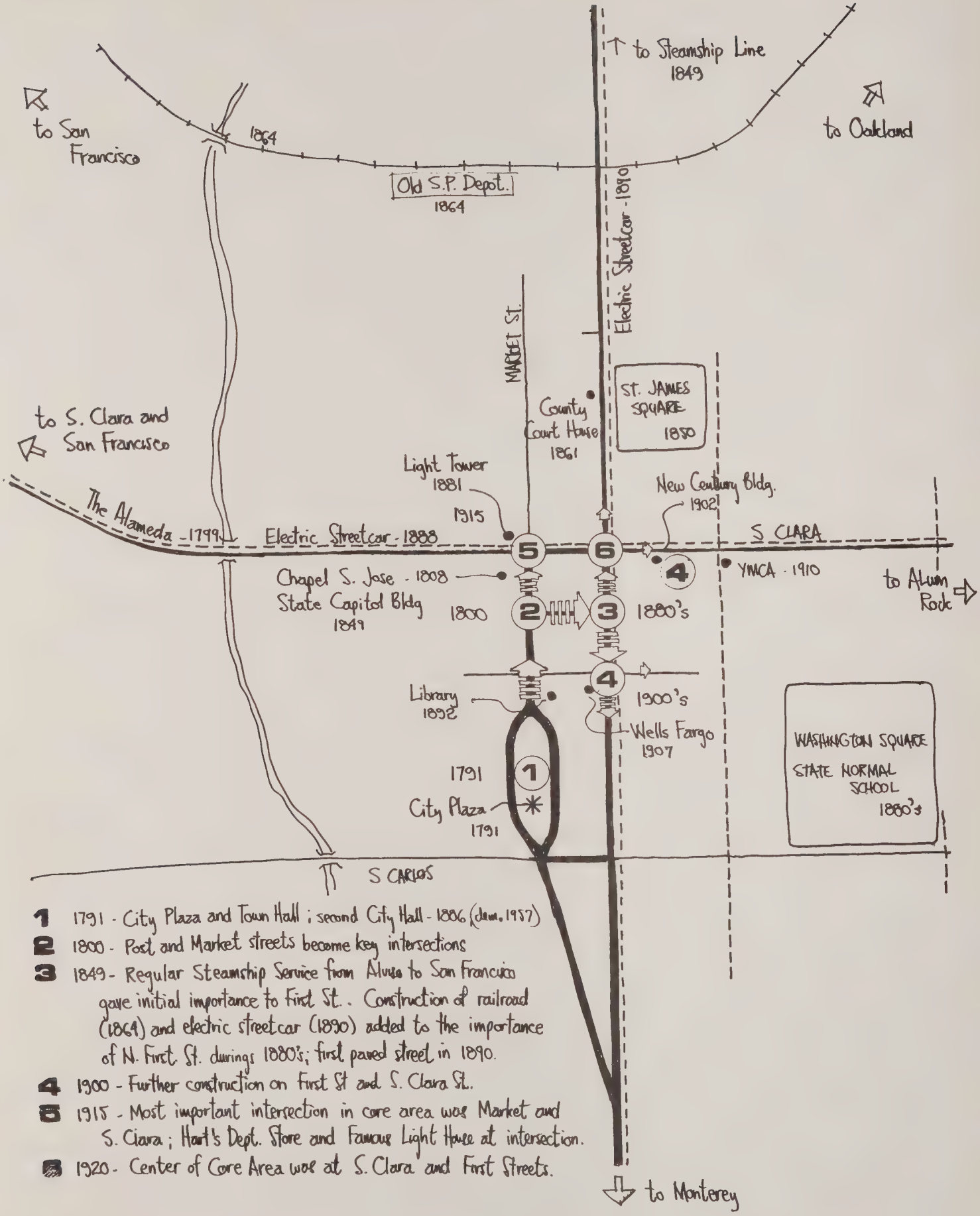
Pueblo de San Jose de Guadalupe was founded in 1777 on the east bank of the Guadalupe River, about a mile and a quarter north of the city's present center, as a larder for the presidios of Monterey and San Francisco. In 1791, the pueblo was re-established on higher, less marshy ground around the present City Plaza, and a town hall was built.

In 1799, El Camino Real was laid out as the regional route to San Francisco, and San Jose grew as the main stage stopover.

The evolution of the Core Area, from its founding to the present day, can be traced in terms of the dominant mode of transport. Overall growth of the city has continually occurred along major transit routes. Changing modes of transport through the years and the development of new modes have proven the controlling force for the present fabric of the City of San Jose.

3.2.2 Evolution of the Core Area: 1791 - 1920

During early settlement days, a downtown slowly developed around the present City Plaza. Santa Clara Street, the main stage route to San Francisco, directed the beginnings of downtown growth. By 1880, El Dorado (now Post) and Market Streets formed the key intersection. The situation remained much the same until 1849, when regular steamship service between Alviso and San Francisco was instituted and First Street became the key regional north-south route. Central San Jose still focused on Market between Santa Clara and San Carlos Streets. The completion of the Southern Pacific Railroad in 1864 depreciated the importance of the Alviso steamships, but First Street remained the dominant north-south route. A depot was built at Basset and North



1 1791 - City Plaza and Town Hall ; second City Hall - 1886 (dem. 1957)

2 1800 - Post and Market streets become key intersections

3 1849 - Regular Steamship Service from Alviso to San Francisco gave initial importance to First St. . Construction of railroad (1864) and electric streetcar (1890) added to the importance of N. First St. during 1880's; first paved street in 1890.

4 1900 - Further construction on First St and S. Clara St.

5 1915 - Most important intersection in core area was Market and S. Clara ; Hart's Dept. Store and Famous Light House at intersection.

6 1920 - Center of Core Area was at S. Clara and First Streets.

EVOLUTION OF CORE AREA: 1791 – 1920

First Streets. Hotels sprang up in neighboring areas. The first electric streetcar line commenced operation in 1888 on Santa Clara Street and was followed shortly by a line on First Street. Downtown focus moved to the intersection of Market and Santa Clara Streets where a two hundred foot electric light tower was constructed in 1881.

First Street, between Santa Clara and San Salvador Streets, became the first paved road in 1890. Street car lines were extended during the decade to Alum Rock, Saratoga, Los Gatos and Cupertino, where small communities were developing. New lines were constructed on Fourteenth, Tenth and Third Streets in 1909.

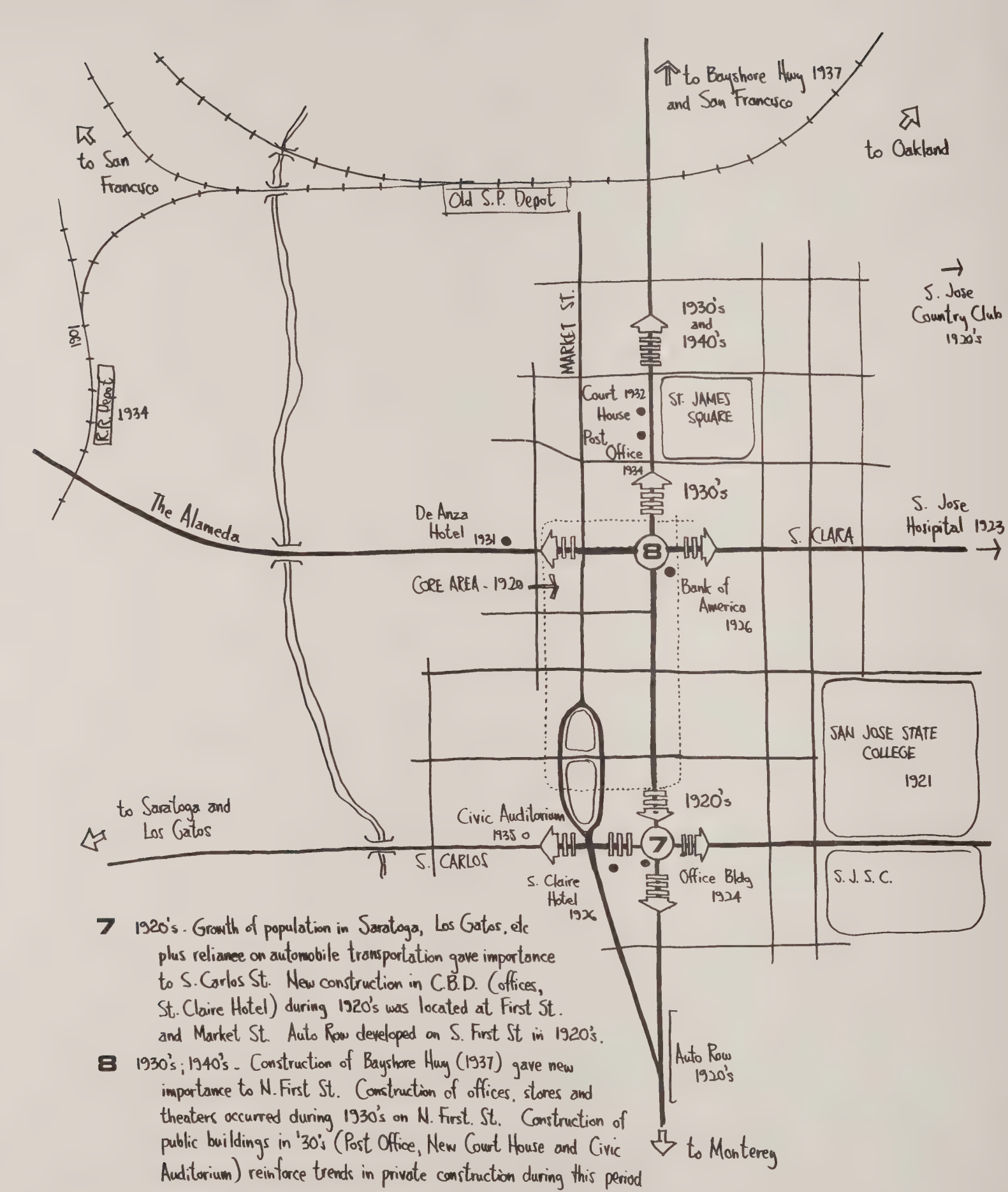
Early skyscrapers in the downtown occurred notably on First Street. The seven story Garden City Bank (later the American Trust Company, now the Wells Fargo Bank) was constructed in 1907, followed by the nine story First National Bank in 1909. The peak land value intersection remained at Market and Santa Clara Streets where Hart's Department Store occupied the 100 percent corner. The fall of the electric light tower in a gale in 1915 may have lent the necessary impetus to transfer the peak intersection to First and Santa Clara in 1920, where it remains today. By 1920, the Central Business District stretched from San Carlos to Santa Clara, along Market and First Streets.

3.2.3 Evolution of the Core Area: 1920-1950

During the 1920's the growth of population in Saratoga and Los Gatos and the growing popularity of the automobile as the basic mode of transit made San Carlos the second major East-West axis in the Core. New construction occurred on First Street to the north and south of San Carlos. Major buildings in this area were the Sainte Claire Building in 1924, the Sainte Claire Hotel in 1926, and the Civic Auditorium in 1934. Auto row developed on Market and First Streets, south of San Carlos. Another finger of growth occurred north of the Core, spreading out First Street beyond Santa Clara. Construction included the Bank of America Building in 1926, reconstruction of the County Court House in 1932, and the Post Office in 1934.

The completion of the Bayshore Highway in 1937 reinforced the importance of First Street. Construction of offices, stores and hotels on North First Street continued from Santa Clara to Julian. Street car tracks were gradually abandoned and torn up in 1933 in favor of a bus system. In 1934, a new depot was built to the west of the Core off Santa Clara.

The combined effects of the depression and the Second World War slackened the pace of downtown growth. Prior to 1950, although the focus of the Core Area shifted in response to transport changes and



7 1920's - Growth of population in Saratoga, Los Gatos, etc plus reliance on automobile transportation gave importance to S. Carlos St. New construction in C.B.D. (offices, St. Claire Hotel) during 1920's was located at First St. and Market St. Auto Row developed on S. First St in 1920's.

8 1930's; 1940's - Construction of Bayshore Hwy (1937) gave new importance to N. First St. Construction of offices, stores and theaters occurred during 1930's on N. First. St. Construction of public buildings in '30's (Post Office, New Court House and Civic Auditorium) reinforce trends in private construction during this period

EVOLUTION OF CORE AREA: 1920 - 1950

population growth, there were no major changes in the city structure. A single, continuous business district served the entire San Jose area as the center of business, government, shopping and cultural activities. As a measure of the dominance of the Core during this period, nearly two-thirds of the general merchandise, apparel, furniture and appliance sales in the San Jose trade area took place in the downtown business district in 1950.

3.2.4 Development of Central San Jose: 1950-Present

After 1950, changes occurred which, in effect, "exploded" the pre-war Core, and resulted in dispersed concentration of economic activities outside the area. The most significant of these changes were the development of the Valley Fair-Stevens Creek regional shopping centers, the expansion of office development along North First Street during the early and mid-fifties, the relocation of the City and County offices to North First and Hedding Streets in the mid-fifties, and along the Alameda during the late fifties and early sixties. Office space built on North First Street and the Alameda during the period 1950-1966 totalled 1,200,000 square feet, contrasting with 500,000 square feet built in the Core.



9 Late '40's - Professional Offices began to locate on N. First St. This trend continued through the '50's and was reinforced by the location of the Civic Center at Hedding + N. First in 1950-51

10 1955 - Sears left the downtown shopping area locating on S. Carlos St.

11 1956 - Valley Fair - Stevens Creek Shopping Center opened.

12 1950's - 60's - Regional Offices located along The Alameda

13 1970 - Park Ctr. Redevelopment Area being developed as the major financial center in Central San Jose

14 1970 - The 'Prune Yard' - Regional Office Headquarters location site on Hwy 17

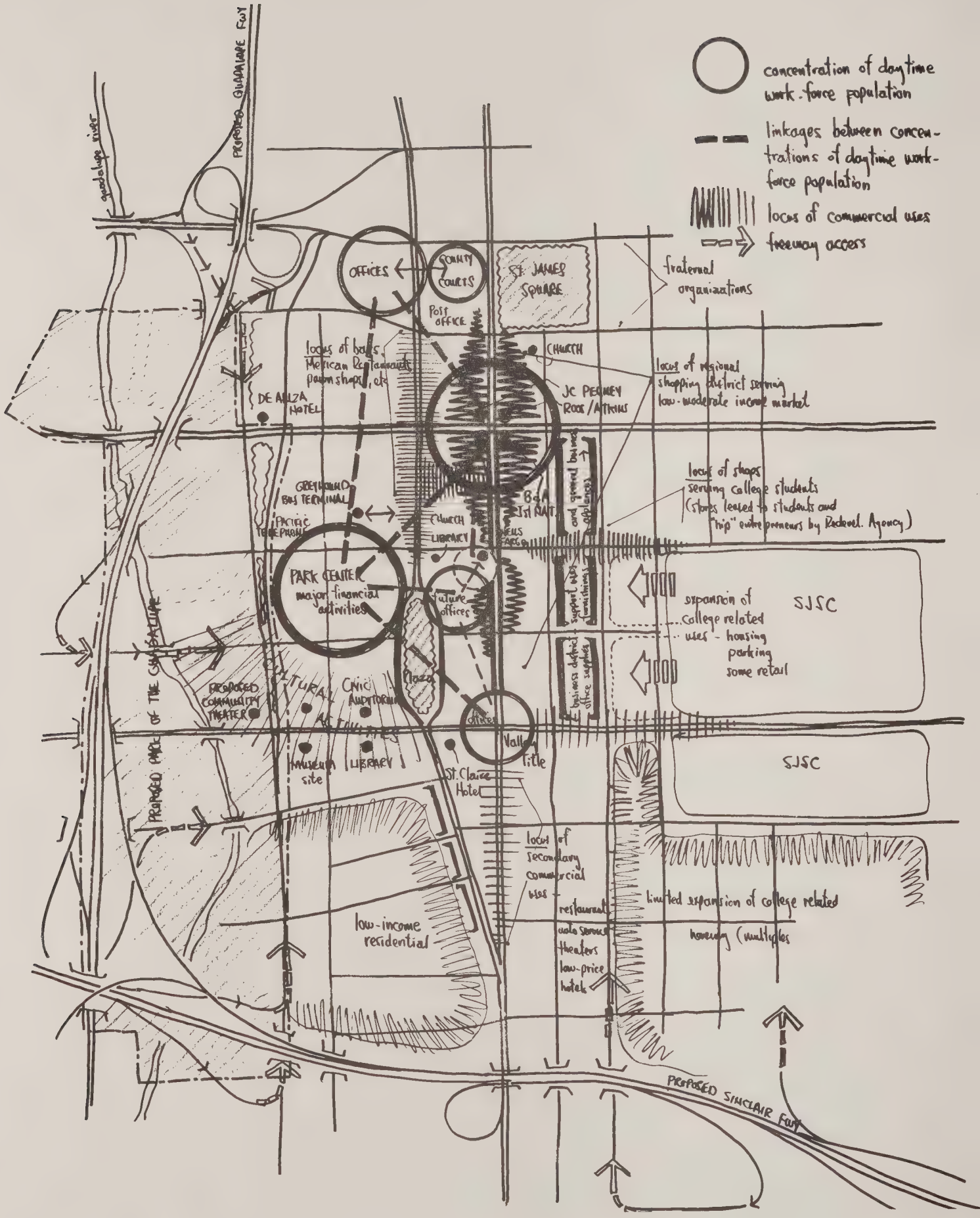
15 1970 - Proposed East-Ridge Regional Shopping Complex, south on Hwy 101

DEVELOPMENT OF CENTRAL SAN JOSE : 1950 TO PRESENT

As a result of this decentralization of economic activity, much of the Core, from the mid-fifties on, came to be characterized by underuse, vacancies, obsolescence, declining rents and attendant characteristics of a declining central district. By 1963 downtown San Jose's share of County retail sales had declined to 9.4 percent, and its share of sales in general merchandise, apparel, furniture and appliances had dropped to 11 percent.

Through concerted public action in the 1960's, the city was successful in attracting some 600,000 square feet of new office space into the Park Center Redevelopment Project (now under construction). This development will represent a major concentration of office uses, primarily central banking functions, in San Jose and seems certain to generate a secondary demand for office space and commercial space within the Core.

Elsewhere, the dispersal pattern continues. Automobile showrooms have relocated from South First Street to Stevens Creek Boulevard and North First Street above the Nimitz Freeway. In the latter location, major developments of motels and highway-oriented uses have occurred. The Eastridge regional shopping center, due to open in May 1971, will contain 1.4 million square feet of retail space. Office buildings, a theatre, a hotel and 1,500 apartments are also projected at this location.



CORE AREA STRUCTURE AND DYNAMICS 1970

3.2.5 Future Trends

A continuation of the present trend towards the decentralization of commercial activities and office functions is anticipated. Retail stores, professional offices and branch banks will continue to locate in outlying centers easily accessible to a large supporting population. It is possible, less probable, however, that this trend in decentralization will affect the locational pattern of major office buildings. The establishment of a regional financial center in the Park Center Project demonstrates the ability of the Core area to attract major institutions. The future locational pattern of major business will be influenced by several factors. One such factor is accessibility. In the past twenty years, the Core Area's inaccessibility by automobile constituted a negative factor in attracting new business. With the completion of the Guadalupe and Sinclair Freeways, the Core Area may have accessibility equal to the existing regional centers. A further factor is the availability of land. Redevelopment in the Core has made land available for development that is competitive in price with most regional locations. Future expected population growth to the southeast of San Jose in the Santa Clara Valley will place the Core area in the geographic center of County development. In combination, these factors indicate a great potential for the Core area to attract major new businesses in the future.

The integration of the dispersed functions of the central business district must also be considered. The functional relationships of the North First Street, Civic Center, Alameda and Park Center business complexes must be recognized. These interrelated components together constitute the central San Jose business district, an area which encompasses the major "central place functions" for the region.

The Core Area's role within this larger structure will become increasingly specialized, concentrating on finance and related activities, County Courts and legal and other services. It is the educational and cultural function of the Core Area that particularly differentiates it from the other centers. Business or services presently in the Core Area, not related to any of these specialized functions will continue to decline, to be replaced by support uses allied to Core specialization. These will include business services and commercial daytime support activities such as restaurants, bars, stationery, drug and book stores, and specialized "boutique" shopping.

To a large extent, the growth of support uses, and, to some extent, the additional growth of primary CBD functions in the Core area, depend on the degree of convenience and amenities within the Core. Convenience of getting to work, and ease of movement once within the area, will be crucial determinants, as well as the degree of pleasure experienced

from movement within the Core Area. These are the necessary considerations for the Core Area plan.

4.0 SYNTHESIS OF EXISTING PLANS AND REPORTS

4.1 REGIONAL RELATIONSHIPS

4.1.1 The State of Existing Regional and County Planning

The location of Santa Clara County, in relation to the San Francisco Bay Region, is discussed at length in parts of several planning reports which, with respect to regional planning, have contributed significantly to the planning vocabulary of this country. The focus of most Bay Area regional studies has been regional rapid transit or comprehensive regional planning--both subjects which are still in their embryonic stage. There are three significant reports in these fields which are particularly relevant in understanding San Jose's role in Santa Clara County, and in turn the County's role in the Bay Region. They are:

1) REGIONAL RAPID TRANSIT: A REPORT TO THE SAN FRANCISCO BAY AREA RAPID TRANSIT COMMISSION: a monumental report published in January 1956, and prepared by Parsons, Brinckerhoff, Hall and MacDonald.

2) PRELIMINARY REGIONAL PLAN FOR THE SAN FRANCISCO BAY AREA: an equally significant document of its time, published in November 1966 by the Association of Bay Area Governments.

3) BAY AREA TRANSPORTATION STUDY: published in May

1969, and prepared by the Bay Area Regional Transportation Planning Committee.

These three reports, together with three reports fairly recently prepared by the City of San Jose--RAPID TRANSIT HERE? NOW?, December 1967; BART ROUTE ANALYSIS, January 1969; SAN JOSE METROPOLITAN AIRPORT STUDY: PLAN PROPOSAL, January 1970--enable one to understand, in some detail, the complexities and problems that face such dynamic and fast growing areas as Santa Clara County and the City of San Jose. However, a full reading of these plans does not permit a clear and simple view of their respective roles, either now or in the immediate future. To understand why this is so, it is necessary to be cognizant of the fragile state of the art of regional and even county planning. Effective tools are not available as yet for implementing plans on this scale (indeed it can be argued that even smaller jurisdictions such as cities do not yet have the real means available to plan and build effectively) and, as such, even the best formulated plans can only serve as guidelines or as a broad policy framework upon which determination, enthusiasm and a total commitment of concerned communities can build. If these reports are viewed in this light, it will perhaps be a surprise to realize how great has been the advancement of planning on a scale broader than a single jurisdiction during the last fifteen years.

4.1.2 The Relationship of Santa Clara County in the San Francisco Bay Region

The Preliminary Regional Plan for the San Francisco Bay Region evaluated three alternative basic development concepts in the planning process. Before evaluating even three variable development concepts, ABAG compiled the "Composite Plan" -- a plan which, in effect, was a mosaic picture showing each jurisdiction's plans for its own territory as they existed in 1966. The only redeeming characteristic of this "plan" is the sense of individuality each entity achieves, even if it is at the expense of a total regional form and clearly ignores wider responsibilities.

The first concept, the "Urban Corridor", is frequently viewed as the panacea to many of today's problems, if the essential high capacity transportation facilities are provided. The existing pattern of development within the Bay Region already approximates the urban corridor concept, due largely to the area's topographic characteristics. While this concept achieves the regional goal of a strong, identifiable, regional image, the strong linear development would cause a loss of community identity.

The second concept, the City Centered Concept, emphasizes urban centers containing the bulk of regional growth. This concept is

predicated on strong public policy and effective machinery being able to achieve the permanent open space framework required to separate urban centers. All told, this concept places the greatest stress on critically evaluating the physical characteristics of land and their locational significance. The self-contained cities concept can achieve the double goal of permitting separate community identity as well as providing an identifiable region form.

Suburban Dispersion, the third basic concept evaluated, may be regarded as reflecting, in the future, the form that would result from a continuation of current development practices. A long period of development in this manner would produce a dramatic change in the region, and the subsequent low density development would give the whole area an appearance of almost total urbanization. In this concept, the individual residential amenities would be strongly contrasted with the general lack of amenities at a larger level. This is the pattern of development from which Santa Clara has to escape if the County is to achieve any identity or save any of the area's characteristics which today make it an attractive place in which to live.

The Preliminary Regional Plan combines some of the characteristics of all three development concepts. Primary emphasis is placed on the City Centered Concept, secondary emphasis on the Urban Corridor

and Composite Plan Concepts, with minor use of the Suburban Dispersion Concept. In this way a flexibility is achieved which would not be possible by strict adherence to any one concept--an idea which would clearly be impossible in any case in such an already complex area as the Bay Region. In areas of new growth, where the topography is appropriate, the City Centered Concept is applied. In other parts of the Region, where topographic considerations impose problems, the Urban Corridor Concept is used. And, in the large areas of the Bay plain area, the development principles used are those of the Suburban Dispersion Concept.

The proposed structure of Santa Clara County and San Jose exhibits characteristics of all three development concepts. San Jose is shown as the junction of two main urban corridors feeding down both sides of the Bay, with identifiable City-Centered communities ringing the metropolitan area, and with general Suburban Dispersion reaching up into the two mountain ranges bordering Santa Clara's flat valley floor. The plan also shows a very positive rural and open space gap at the southern end of the City of San Jose and suggests the additional possibility of a belt of non-urban development between Fremont and San Jose. This would encourage the City Centered Concept for the whole of urbanized Santa Clara County at the greater scale.

Because of the generally highly-centered nature of the Preliminary Regional Plan, rapid transit, supplemented by an integrated feeder system, is deemed essential. Both proposed extensions to current rapid transit commitments affect San Jose: a) a southern continuation down the peninsula along the Southern Pacific right-of-way to downtown San Jose; b) a route to service western Santa Clara County, beginning east of Stanford University and passing through Los Altos, Saratoga, south San Jose and back into downtown San Jose. In addition, an extension is proposed to downtown San Jose from the end of the proposed line at Fremont, thus completing the system around the South Bay. With respect to future air travel and the need for new air terminal facilities, Travis Air Force Base is proposed as a major new commercial airport for the Bay Region, with San Francisco, Oakland, and San Jose airports all remaining in their present locations.

4.1.3 The Scale and Direction of Growth in Santa Clara County

In view of the fact that Santa Clara County's General Plan (1958) is over ten years old, it is more useful to review two recent countywide transportation studies to determine the likely scale and direction of future growth in the County. SANTA CLARA COUNTY TRANSPORTATION PLANNING STUDY, FINAL REPORT, published in April 1969, by the Santa Clara County Office of the County Executive, and SAN

JOSE - SANTA CLARA COUNTY BUS STUDY, published in September 1969, by Wilbur Smith and Associates, both contain much of the background information and forecasts for the future which would be expected of a comprehensive general plan. As such, they may be authoritatively considered to reflect official County thinking at this time.

Santa Clara County is expected to grow from an estimated population of 1,044,000 in 1969 to anywhere between 1,673,000-1,976,000 by 1990. To accommodate this growth, the County Transportation Planning Study evaluated three alternative forms in analysis very similar to those carried out in the ABAG Preliminary Regional Plan Study. The study is quick to point out that transportation facilities should be determined on the basis of how they will serve the community's travel needs, and that they can be an influence in shaping the physical arrangement of the community toward desired ends. The starting point for the study, therefore, was not an analysis of varying transportation styles or requirements, but the determination of the style of life desired by the community. To this end, the study investigated community goals by extensive community attitude surveys.

Two of the most significant factors found were the continued preference of the majority of respondents to own single-family homes and a

seeming lack of desire to reside in apartments. Another significant finding was the distinct preference for low density living--"larger yards and more spaces between houses"--and the fact that few households wished to live close to major (non-residential) activities.

Bearing in mind the magnitude of the expected population increase, and the limitations on the direction of physical expansion as a result of existing development and topographic considerations, the basic direction of Santa Clara's future growth is unmistakably clear. The questions to be answered are how should this growth be channelled and how should public policy assist people in attaining their personal objectives without conflicting with the objectives of another group. In this respect the Preliminary Regional Plan prepared by ABAG suggests a viable basic approach.

In general, the Santa Clara County Transportation Study expects the existing spreading pattern of new land development to continue. They find it difficult to foresee how current governmental influences on residential land use will evolve in the future. As the study notes, "On the whole . . . it can be expected that low density residential development will still be sought by the consumer, provided by market-conscious developers, and accommodated by cooperative local governments." With regard to commercial land uses, the study

expects more shopping centers in newly developed residential areas, with some of the larger and older centers developing into "suburban downtowns." They note in particular this trend in the Valley Fair and Moonlite Centers where business and cultural entertainment uses are congregating.

For the next two or more decades, this transportation study believes the overall pattern of land uses should be regarded as fixed. Factors which influence location decisions--changes in taste, technology, personal income, etc.--suggest a continuation of the present dispersed residential, commercial and industrial uses, with the private automobile as the principal transportation mode. (It should be noted here that assumptions such as these almost negate the very concept of "planning" and might be viewed as being antithetical to the hopes expressed in the ABAG Preliminary Regional Plan.)

The three land use-transportation alternatives evaluated in the Transportation Study were "Trends," "Centers," and "Corridors"--with the concept in each case analagous to the concept described under the three ABAG alternatives. After lengthy discussions of the alternatives, no preferred course of action is recommended. While the report notes that, to be effective, land use policies should be determined and implemented as soon as practicable, and that, to be

efficient, transportation systems should be related to a particular pattern of land use, it suggests that before either of these strategies can be achieved, "the wisdom, effects, desirability, and costs of these land use policies and transportation facilities should be ascertained." The recommendations are that political and economic reality demand that the plan be a process, or a "stated plan" rather than a plan graphically fixed in map form.

In summary, the County Transportation Planning Study recommends the establishment of a county-wide transit system, initially using buses. It also recommends additional development of expressways, freeways, and local arterials, as well as steps that can lead to the establishment of regional rapid transit for Santa Clara County. In this respect, the plan follows closely the arguments of the ABAG Preliminary Regional Plan and notes that the County is part of the Bay Region economically, socially, and physically. The plan therefore suggests that regional trunk lines connecting to the BART system in Alameda County and to the system to be developed in San Mateo County are logical first steps.

4.1.4 The Role of San Jose in Santa Clara County

Santa Clara County originally relied on agriculture as its predominantly basic economic activity. While agriculture is still a factor in

Santa Clara County's economy, it has declined considerably in importance over the years, with the manufacturing of durable goods taking its place as the major basic activity. This transition is principally attributed to the dramatic growth of the aerospace industry in the County. A number of large national and international corporations involved in electronics and missile technology have located in the area in recent years. These firms have been attracted to Santa Clara County by the area's key locational qualities with respect to large West Coast markets, and because of the area's large supply of local skilled labor and the availability of research-oriented higher educational institutions.

The bulk of the Santa Clara County's rapid economic growth has occurred over the past three decades. Even as late as the early 1940's, the County still relied primarily on agriculture and the servicing of agricultural business for its economic base. However, with the end of World War II, agriculture entered into a rapid decline in importance and manufacturing started to increase dramatically. The decade of the 1950's saw the County in its most dynamic period of growth to date, with the population increasing from 95,000 to over 200,000 persons. This growth was, for the most part, the result of vast technological changes that occurred in the manufacturing industries. These changes created a number of new industries, and revised locational requirements of many industries previously located in or close to the central city.

The automobile was probably the single most significant factor which permitted locational changes for industrial and manufacturing plants. As the nation's economy expanded after the Second World War, more and more families were able to afford one or two automobiles, permitting a new dimension of mobility to vast numbers of employees who had previously been tied by public transportation to large urban centers. Manufacturing firms with an increasingly mobile work force were able to take advantage of large areas of relatively low-priced suburban property, while gaining the operational efficiencies of single-story construction and lower property tax rates. Employees were attracted to the suburbs for similar reasons: large suburban housing tracts were developing that offered better housing values than in cities, while also affording the individual more pleasant living conditions. During the last two decades, Santa Clara County's location, weather, and natural geographic amenities have established it as the major area of growth within the San Francisco Bay Area and one of the most dynamic growth areas in the United States.

The City of San Jose, the predominant City in Santa Clara County, has experienced a growth-rate almost as great as the County's, and today the City is the center of a metropolitan area serving over one million persons. However, the effect of such rapid expansion has left the City with many problems, and there is evidence that conflicting pressures

and policies have been at force. This is particularly true in Central San Jose, and it is clear that this area does not reflect its strategic location as the metropolitan center of a dynamic county. While the introduction of major new highways may have lessened the obvious importance of central San Jose as the immediate focus of the area, its importance has primarily declined because of other factors. Most noticeable is the fact that general urban deterioration in the aging Core Area has not been attacked as swiftly as it should have been and easier solutions have been sought than downtown renewal or revitalization. Outlying retail and office centers have developed in areas of the City and have prospered to the further detriment of the Core. In addition, new regional commercial centers in neighboring communities within the County now offer strong competition to the amenities and services only downtown San Jose could once offer. Of late, however, city officials as well as concerned citizens of San Jose have begun to act to remedy these problems and a number of development programs have been initiated to change the course of San Jose's past policies. It is on programs such as these, and on the total commitment of the City of San Jose to review its downtown area, that the future success of San Jose's Core Area depends.

4.2 CITY-WIDE PLANS

4.2.1 Municipal Documents

City Charter

Section 1701 of the City Charter gives the City Council authority to construct subsurface parking under any public park or plaza without the affirmative vote of the electors, as well as the authority to establish new streets or public ways through those parks. This represents thinking of the 1950's and would best be forgotten.

San Jose Municipal Code

Article XI of the San Jose Municipal Code gives the Planning Commission authority to prepare "a comprehensive or general long term or master plan for the physical development of the city". The plan shall include considerations of land use, circulation and densities, and shall include supporting graphic material. It may include other considerations as well, but these are not required.

Zoning Regulations

The existing Zoning Regulations were adoped in April 1968. The major part of the Core Area is zoned C-3, or, in some cases, C-3-H. (See zoning map on following page.) The C-3 zoning designation is a cumulative one incorporating the provisions under C-1 and C-2

EXISTING ZONING DISTRICTS

RESIDENTIAL DISTRICTS

R-1

R-2

R-3

R-3-F

R-3-H

R-4

COMMERCIAL DISTRICTS

C

C-H

C-L

C-1

C-2

C-2-H

C-3

C-3-H

MANUFACTURING DISTRICTS

M-1

M-1-H

M-2

M-2-H

M-4

SOURCE SAN JOSE PLANNING DEPARTMENT

0 200 400 600 800 1000 1200

0 mi 1/8 mi 1/4 mi

SAN JOSE CORE AREA STUDY

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designations and is designed to give a landowner maximum flexibility but limits the development of an active Core. The zoning regulations now in effect provide no incentives for a developer or builder to provide amenities and/or a quality environment.

Proposed Zoning Ordinance

A Proposed Zoning Ordinance for San Jose has been written by the Planning Department and is being reviewed by the City Council. Three new zoning districts would be established which would apply to the Core. These districts would permit various uses and would be mutually exclusive. Bonuses are provided to developers to encourage open space and pedestrian-related amenities which might otherwise be lacking. The proposed zoning designations have not been identified with particular areas of the Core at this time. The review and adoption of a new ordinance should be expedited. This proposed ordinance represents a good start.

Goals for San Jose

One of the preliminary, and most essential, phases of a planning study is the determination of the community's goals. This has been well-documented in the excellent and extensive work of the San Jose Goals Committee over a period of three years. The Committee's findings will provide an essential input to the Core Area Study and must be kept in mind throughout. The City has adopted the goals as

stated, but little has been done to translate them to action. The effectuation of these goals, which is largely the purpose for the current study, will require their recognition and active support at the political level.

4.2.2 Plans and Studies

The General Plan

The San Jose General Plan 1966-2010 is the physical development policy statement of the city. The plan was prepared in 1966 and has been undergoing revision although a new plan has not yet been published. The concept of San Jose's growth, to extend across the valley floor and into the adjacent hillsides with low density, low intensity development, is accepted in this plan. It recognizes the fact that the evolved physical form of sprawl is "the conscious expression of contemporary goals and values by the majority of the area's inhabitants". Dependence on the automobile as the only mode of transport is strong. Some consideration is given to rapid and mass transit systems, but these, like the structuring of the urban form, are not promulgated as the goals toward which the city should be planning.

The General Plan has as its goal for the Core Area the establishment of a "metropolitan center which provides the focus for business, finance, specialized commercial activities, and cultural needs of the people of

San Jose and the South Bay". The nature of a general plan is that it is a very generalized document which provides a policy statement to which more specific plans may be tied and by which future planning should be guided. It is necessary, therefore, that the City carry on more detailed planning concerned with specific policies and programs, their phasing, and implementation.

Downtown San Jose, Present Conditions: Future Prospects

The first report which attempted to deal specifically with the problems existing in the Core Area of San Jose was that written by Candeub and Fleissig and Livingston and Blayney, Associated Consultants, in 1959. Their Downtown San Jose, Present Conditions: Future Prospects provided a very detailed analysis of the Core Area in 1959. This report was prepared as the basis for the subsequent Metropolitan Core Plan. It contains a good economic analysis of the Core Area in terms of land values, employment, space requirements, and activity patterns. Extensive field survey work was carried out at this time which established an excellent data base upon which to make future plans.

This report emphasized the fact that regional shopping centers were an established fact on the western edge of San Jose, but that San Jose could control, through zoning and other public pressures, what development occurred in the fast-growing area to the east of the city. It recognized the economic ills of the Core Area, but anticipated that

proper planning and control on the part of the City government could effectively save the potential market of eastside development for Core Area commerical activity. It is unfortunate to see such developments as the proposed Eastridge Shopping Center in East San Jose, since this was the very thing which this report warned against in 1959.

The study concluded that the Core Area could be saved from deterioration if immediate action was takenandif the east side markets were directed toward the Core. Since these two actions were not effected, some of the relevance of this report is lost. Nevertheless, the Core Area itself has not changed significantly since the report was written and much of the data contained therein is still applicable and will be of considerable value in further Core Area planning.

Metropolitan Core Plan

The Metropolitan Core Plan, which evolved directly from the previous study by the same consultant team, proposed the steps which might be taken to counteract the negative trends in the Core Area in 1959. This plan anticipated the continuing phenomenal growth of the San Jose region. Office employment was to quadruple by 1985, with the resultant increases in retail, services, and parking in the Core Area. Major recommendations included an inner freeway loop to remedy traffic problems within the Bayshore-Highway 17 triangle. These recommendations included the Guadalupe Freeway, the Julian Freeway,

and a concept known as the Fourth Street Connector; the Sinclair Freeway was already accepted at the time of the study. A cultural complex was proposed in the vicinity of the existing auditorium, with extensive apartment uses along the western edge of the Core extending over to the Guadalupe River. San Antonio Plaza was considerably smaller in scope than the present project and was surrounded with retail and office uses. Eighteen parking garages were to provide some 20,000 parking spaces for downtown use. The City Plaza Park, called Market Street Plaza, was to have a combination garage and bus terminal beneath it and a department store was to be the key to transformation of the area to the west in the Park Center redevelopment project. An additional plaza area was to be located at the intersection of Post and San Pedro Streets for pedestrian use only.

Several parts of this plan have been included in the current planning for San Jose. It is regrettable that the plan itself was not fully adopted and used as a comprehensive development program for the Core Area when it was written in 1959. Since so much time has elapsed, many of the recommendations are no longer applicable and some of the strategies must be modified. Since the plan was relevant at the time of its completion, the real question lies as to why it was not followed and whether or not the political climate has changed so that any current planning recommendations will be followed at this time.

An Economic Analysis of San Jose Metropolitan Center Plan

This study was prepared in 1961 by the Planning Department. The report summarized the recommendations made by Livingston and Blayney in their Metropolitan Core Plan and attempts to estimate what the improvement costs might be for these recommendations. Since those plans and costs have changed substantially since 1961, this is now out-of-date.

Economic Survey and Analysis, Central Business District

A major economic study of the Core Area was made by Real Estate Research Corporation in 1967. Economic Survey and Analysis, Central Business District contains an extensive collection of data, most of which is still current since little has changed during the interim. Like the Candeub and Fleissig study in 1959, this report identifies many of the problem areas plaguing the Core and will be very useful in future planning. It is discussed in more detail in Section Five of this report.

4.3 CORE AREA PLANS

4.3.1 Park Center

The Park Center project is the first of the redevelopment projects administered by the Redevelopment Agency. The Redevelopment Plan: Park Center Project, by the Redevelopment Agency, was prepared in conjunction with Candeub and Fleissig and Livingston and Blayney, Associated Consultants, and was adopted by the City Council in 1961. This is the legal document governing proposed development in the project area. Since a number of years have elapsed and the project is well under way, this document is primarily of value for reference.

The Park Center Plaza Financial Feasibility, prepared by Development Research Associates in 1966, considers the project's marketability and potential revenues. It is further discussed in the economic section which appears later in this report.

The Redevelopment Agency's Community Report, June 1969, describes many of thepertinent details planned and underway in the Park Center area. The 100 West San Fernando Building will have 150,000 square feet of office space and will include a 383 car underground parking garage beneath the terraced plaza which will connect it to the other office structures. The Wells Fargo and Bank of America buildings

are now under construction, with other bank buildings programmed to follow shortly. The Holiday Inn, to be built at the Vine Street end of this parcel, is to contain 300 rooms. This report provides helpful information regarding the projects currently underway and offers a good collection of relevant facts in terms of those projects already committed.

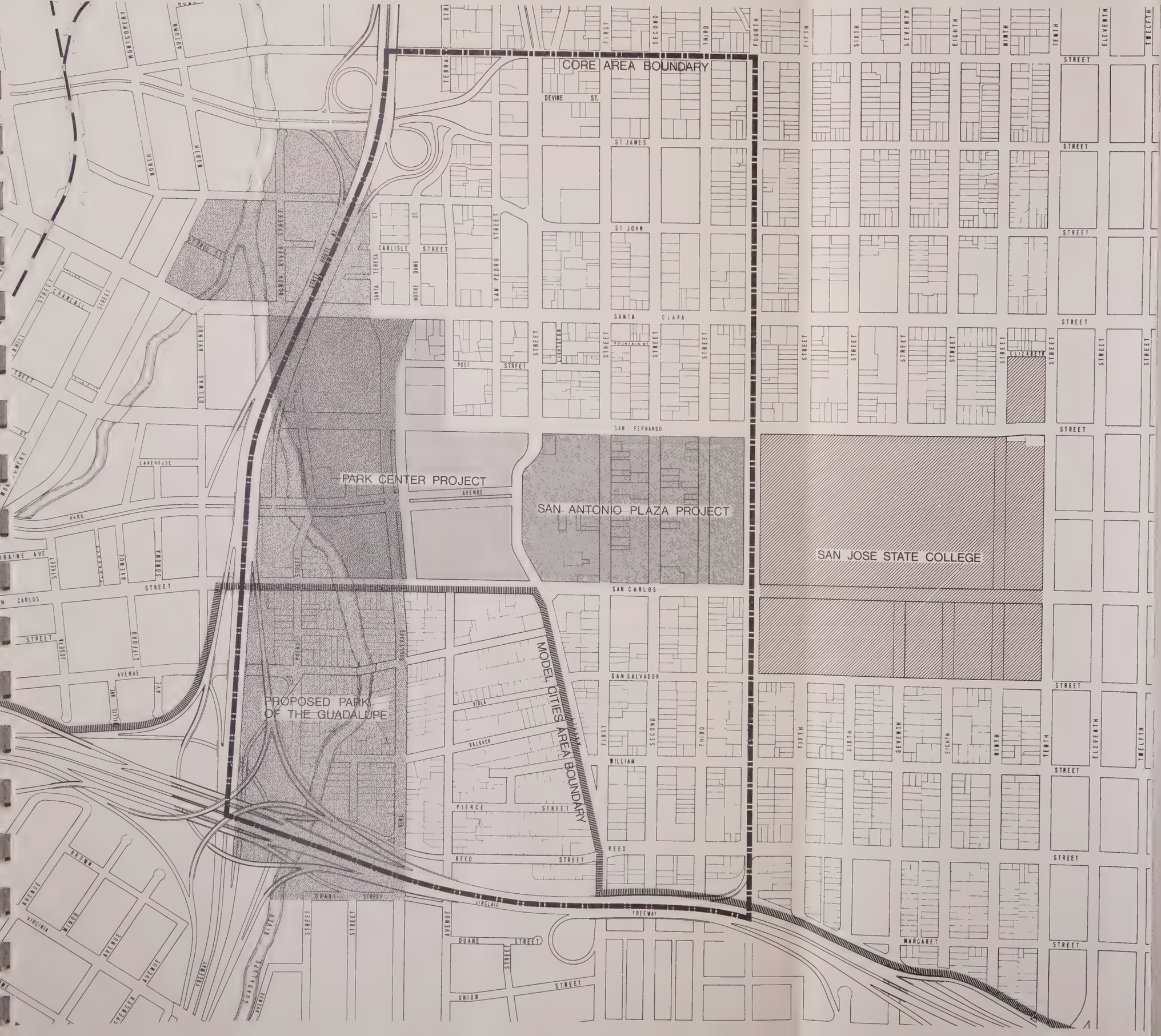
Park Center will provide the first-class office space which has been lacking in San Jose in recent years. With the completion of those buildings now under construction and the additional office structures planned by the Bank of California, the United California Bank, and the Security Pacific National Bank, there will be a substantial daytime population employed in this area. The inital tasks of assembling land and generating development have been successfully completed; the immediate tasks will be those which relate to the design and implementation of an environment in which these office structures may efficiently and pleasantly function. Additional study will be necessary to ascertain the best land use of those parcels cleared and now held by the Redevelopment Agency to the north of San Fernando Street, keeping in mind the current landing pattern of San Jose Municipal Airport. Further study will also be required to determine traffic flows and vechicle demands upon the streets within the Park Center area. Heavy vehicular traffic on these streets will bisect the project area and severely hinder the concept of easy pedestrian circulation. Plans for

further parking must be carefully considered so that adequate parking will be available as the office structures are completed and as the community theater nears completion.

Pedestrian circulation and landscaping will require study to insure continuity and linkages between the Park Center Project area and its surroundings. Park Center, the Kennedy Cultural Center, San Antonio Plaza, and the proposed Park of the Guadalupe must physically relate to allow convenient and pleasant circulation throughout these areas. (See map of project areas on following page.)

The linkage between the large block currently being developed in Park Center and the proposed developments in San Antonio Plaza will be a most important one. To this end we would suggest further study be made before any plans for an underground parking garage beneath the present City Plaza Park are discussed. The mature tree growth in this small park is one of the few natural resources in terms of green area within the Core and should not be disturbed.

The proposed Park of the Guadalupe will have a great effect on the overall environment of the Park Center area. See further discussion of the Park under the section entitled Park of the Guadalupe below.



MAJOR PROJECTS AND AREAS OF CONCERN

SAN JOSE CORE AREA STUDY

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4.3.2 San Antonio Plaza

The Redevelopment Plan, San Antonio Plaza Project, by the Redevelopment Agency, is the official document under which the proposed redevelopment will be carried out. This plan establishes objectives in this, the second redevelopment project in the Core Area. Objectives of the plan may be summarized as follows: to establish an urban focal point, a center for social interaction, which will stimulate metropolitan business activity, while at the same time providing an aesthetically and functionally pleasing area around which all other elements of the Core may be united. This plan will provide some of the guidelines for the current eight block urban design study by George Rockrise and Associates.

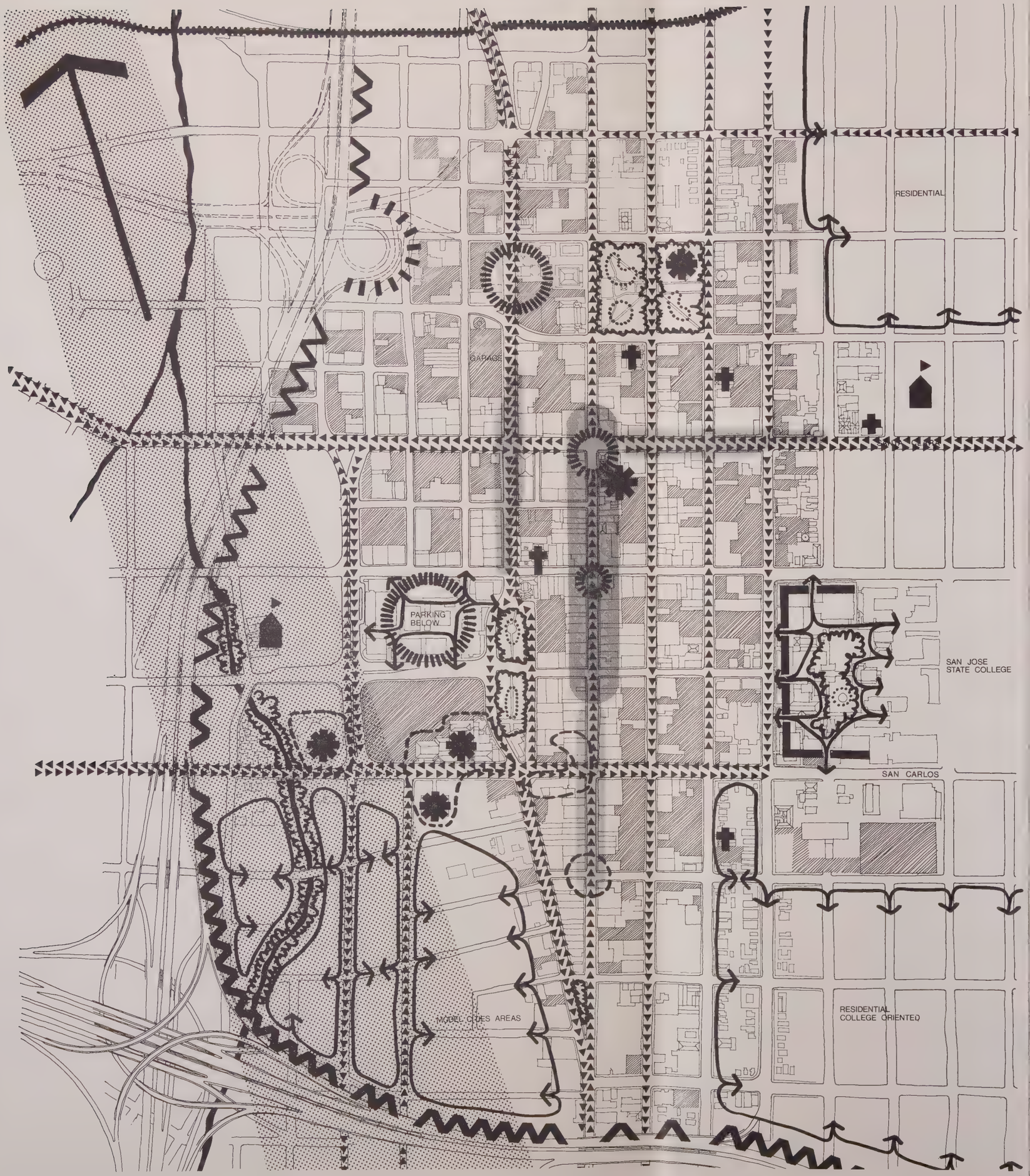
The Land Use and Marketability Study, prepared by Larry Smith and Company in 1966, gives projections of future uses within the project area and the phasing which may best be applied. This study was conducted in the shadow of Park Center's progress and thus proposes that development of San Antonio Plaza proceed cautiously until the success of Park Center may be adequately measured. This report is discussed in more detail in Section Five.

The Redevelopment Agency has prepared several reports which deal with the potential uses in San Antonio Plaza. The Distribution of

Floor Area by Use Category, written in 1969, attempts to correlate previous studies and estimate the floor area for potential uses within the development. The Inquiry Into the Potential Economic Impact of San Jose State on the Adjacent Community, written in 1970, attempts to assess the potential market which exists with the students and faculty of San Jose State College. Both reports are discussed in more detail in Section Five.

San Antonio Plaza has the very real possibility of becoming the center of activity in metropolitan San Jose. (See "Life Map" on next page.) The development of Park Center will soon provide a sizeable daytime population adjacent to the project area which will also provide a considerable market for downtown goods and services. There is no question that the San Jose State community also represents a very large market which is presently untapped. The challenge will be to integrate the two segments of the downtown community with shopping and service which will sufficiently appeal to both. If this can be successfully done, there seems to be no reason why the San Antonio Plaza should not be highly successful.

Park Center at thistime appears to be a project area with little linkage to the surrounding blocks. San Antonio Plaza would logically complement this office concentration by providing shopping, restaurants, and entertainment facilities. Park Center is now on the way to becoming



LIFE AND ACTIVITIES IN THE CORE

- OFFICE CENTER
- MAJOR RETAIL
- SECONDARY RETAIL
- GATHERING PLACE
- PARK
- DAY ACTIVITY
- NIGHT ACTIVITY
- MAJOR TRAFFIC ROUTE
- PARKING
- CHURCH
- HOSPITAL
- SCHOOL

0 200' 400' 600' 800' 1000' 1200'
0 mi 1/8 mi 1/4 mi

SAN JOSE CORE AREA STUDY

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a reality. San Jose must fully commit itself to the construction of San Antonio Plaza as the rebirth of the downtown area and mobilize all its resources toward the rapid accomplishment of that goal. The concept planned by the Redevelopment agency involves partial clearance with preservation, rehabilitation and reuse of certain historic structures and those with structural value. Not only will this preserve a sense of continuity with San Jose's past, but it will also insure a scale which is commensurate with the pedestrian activities for which this project has been planned. Many of the older buildings have significant architectural character which might be capitalized upon throughout the project area, since this is the real image of San Jose.

The Association of Metropolitan San Jose's publication, The Shopping Center in the Downtown Area, is an interesting idea which merits considerable attention. If a shopping complex can be created within the San Antonio Project area, with the necessary auxiliary services, and if this can be made, by means of a central theme or design, something that proves attractive to people from all segments of the community, the magnetism and image of the Core will be enhanced.

San Antonio Plaza is envisioned as a "bridge" from the Park Center area to that of San Jose State College. The actual function of this link will require further study. Colleges traditionally support a retail activity area adjacent to their campuses which bears little relationship

to the demands of central city shoppers. Since San Jose State College is located adjacent to the central city area, some of this college-supported retail may be integrated with other shopping functions. The difference in tastes and demands between the employees of Park Center and similar employment complexes and those of the students of San Jose State will have to be closely studied.

As currently constructed, San Jose State College turns its back on the San Antonio Plaza area, as the building facade at the end of San Antonio Street presents a formidable barrier to any linkage between the two areas. Careful planning will be needed to insure that the proposed Scope Corporation housing and service complex on the eastern two blocks of the San Antonio Plaza, between Third and Fourth Streets, does not present an even more formidable barrier. A raised plaza extending two blocks, as presently designed, may well preclude any interaction between the college community and the downtown business community. The Scope proposal is a very large project which will undoubtedly be a great benefit to the college in terms of parking and housing. How it will relate to the San Antonio Plaza concept will depend on the visual and physical linkages to the college and the type of services which are offered within the Scope complex in relation to those offered in other areas of the Plaza.

The possibility that BART might be extended to San Jose should be kept in mind during the design phase of San Antonio Plaza, since a BART station within the Plaza could be the most effective guarantee of a continuing and prospering downtown. Provision for a future station should be carefully considered in conjunction with studies relating to the extension of rapid transit to San Jose and with the San Antonio Plaza urban design study.

Any widening of streets must be studied closely as such widening to improve traffic flow often results in economic death for those properties fronting onto the street. Many of the present streets in the Core Area are of a scale which relates well to the pedestrian emphasis which is the San Antonio Plaza concept.

As mentioned inthe observations on Park Center, the existing City Plaza Park represents an asset that could not be easily replaced. In fact, consideration might be made to extend the green area of the park both into San Antonio Plaza (as is currently planned) and to the proposed Park of the Guadalupe.

4.3.3 Kennedy Fine Arts Center

A Progress Report on the Master Plan for a Fine Arts Center was prepared by John Carl Warnecke and Associates in 1964. The report

describes alternative site utilization plans as well as parking and circulation problems in the vicinity of the civic auditorium. In addition to the auditorium structure, two theaters, an art gallery, a museum, a library and parking structure are proposed as elements of the center. This progress report was to lead to a master plan, but this was not completed.

The Warnecke report considers depressing San Carlos Street in order to form an area free of traffic around which would be constructed the various elements of a cultural center. The new library building was designed with this depression in mind. If additional structures are built adjacent to the new library building, such as a museum or art gallery, further consideration of depressing the street may be in order. Almaden Street was also to be closed or depressed in this study, but its closure in the Park Center project has eliminated the problem of through traffic on this street.

The locations of the new library and community theater bear little relationship to the several alternative site locations illustrated in this report. These new buildings are within the general vicinity of the civic auditorium, but are located in such a way as to severely hinder the development of a pedestrian plaza or concourse which would link the elements together in the foreseeable future.

Further study may be directed toward some design concept to relate these buildings and consideration should be given to their functional relationship with the surrounding Model Cities area to the south. Divided by heavy traffic, and without adequate parking, surrounding open space and amenities, the use of these structures will be somewhat limited. The parcel located between the civic auditorium and the community theater now under construction may well be the key to whatever relationship may be made between these buildings. The civic auditorium, being the oldest structure in the proposed fine arts center, as well as being one of the major activity generators in the Core, was originally contemplated as the focal point of this complex. However, as the two new buildings have been built some distance from their proposed sites, this relationship may no longer be valid. The solution will pose a challenging urban design problem.

4.3.4 Sports Arena and Convention Center

Real Estate Research Corporation evaluated the potential for a sports arena and convention center complex in San Jose in 1966. This report, entitled Economic and Market Study, Proposed Sports Arena and Convention Center, studied the feasibility of a 10,000 seat arena and convention center to be located either to the east of Park Center in the vicinity of the community theater or to the south in the Auzerais area. A sports facility was considered feasible but some additional means of revenue

would have to be generated in order to help carry the debt service. The report considered the possibility of assessing home owners in San Jose by means of an increase in the tax rate.

This report predicted a bleak future for convention and visitor activities until such time as San Jose has completed a renewal of the downtown area to provide good restaurants, attractive shopping, and hotel and entertainment facilities.

Stanford Research Institute prepared a Planning and Location Study for Santa Clara County Arena Convention Center in 1969. This study evaluated four prior studies made on the same subject, as well as five specific site locations in the San Jose-Santa Clara area. S. R. I. found a sports arena to be operationally feasible, although recovery of the capital investment would have to come from other sources. First-ranked as a location for the proposed facility was the intersection of Bayshore and North First Street in San Jose.

Separation of functions was considered in the S. R. I. report and subsequent discussion has raised the possibility of locating a sports arena outside of the Core with the convention complex in the vicinity of the civic auditorium. Such separation might adversely affect revenues and expenses but there would be gains to be made in that the initial costs would be considerably less than new construction of two facilities.

The civic auditorium would serve well because of its proximity to the proposed fine arts center and the proposed hotel and entertainment facilities in the redevelopment areas. Additional display space might be constructed on the north side of the civic auditorium. With the modernization of parts of the auditorium, a thoroughly usable facility would result at considerably less cost than the construction of a new building.

The City may want to investigate the feasibility of renovating the civic auditorium and adding additional display space so that such improvements can be programmed into the capital budget and implemented in proper phasing with the development in the surrounding area.

4.3.5 San Jose Civic Center Site Analysis

Architect Edward Durell Stone was asked to analyze three downtown sites for a possible city hall location in 1968. The sites include the City Plaza Park, the Civic Auditorium parking lot and the lot on Vine Street between San Carlos, Park Avenue, and Almaden. The now vacant lot on Vine Street was considered the most desirable location and a sketch plan was prepared for a City Hall on that site. The concept comprised a square office tower 210 feet tall with two pavilions to the north and south connecting by means of a pedestrian plaza, which in turn was raised above a two level parking garage. An underground tunnel would connect this garage to the community theater, now under construction, to the west.

An initial appraisal of San Jose and the Core Area indicates that relocation of the City Hall to the Core Area would be the most effective action the city might take in guaranteeing the continuing viability of downtown San Jose. This would be the case, not only beacause the City Hall would be a generator of activity causing more people to come downtown and would provide additional customers in the form of employees for downtown goods and service, but because it would also be a positive gesture on the part of the C y that they believed in downtown San Jose. Without this kind of leadership it is difficult to persuade private investors that they should locate in the Core Area, particularly when the City is busy making plans for building outside of that Core Area. If the Core is really meant to play a major role in the future of San Jose, the City will have to make every effort to attract and accommodate development to downtown. Projects like the planned Dillingham Corporation development at First and Bayshore, with three office towers and two hotels, should logically be constructed in the center of San Jose. The city has lost much of its bargaining power, since they themselves have not been inclined to locate within the Core. While the economic impact of localizing government facilities in the Core may not be of tremendous benefit to the City directly, we believe the overall economic and psychological impacts to outweigh any negative factors.

The site in Park Center recently studied by a citizens' committee was found lacking and rejected. The idea of relocating downtown rather than

building near the existing City Hall should not be dismissed because of this, however. Other sites may be made available which will prove sufficiently attractive to make the move downtown a feasible one. Consideration of such sites should be made the object of further study.

4.3.6 Fountain Alley Mall

The best demonstration of faith in the future of downtown San Jose is represented by the Fountain Alley Mall, which extends from First to Second Street behind the Bank of America Building. This project came about with the joint participation of the City and downtown business interests. A rear alley was transformed into one of the most attractive spaces in San Jose, which gave the public a place in which to stroll, sit, and meet with others. The closing of the street created some problems, and actual costs exceeded the original estimates, but these obstacles were overcome with an end result that proved a great asset to San Jose.

The lesson which is obvious here is that similar projects can produce similar results in other parts of the Core Area if the City and local interests can plan for such improvements and follow them through. One can envision a Core Area which is linked together with a series of similar pedestrian spaces. The result would not only be visually pleasing but would bring many people into the downtown and positively affect sales of goods and services within the area.

4.3.7 Projects Under Construction or Proposed

Numerous projects are underway or proposed as this study is written. The 100 West San Fernando and Wells Fargo Bank buildings are almost complete in Park Center. The underground parking garage, with a pedestrian plaza and retail above, is nearing completion. The Bank of America building is under construction, with the Holiday Inn to begin this summer. Other bank office buildings are scheduled to follow soon. (See map of building activity and proposals on following page.)

Preliminary studies are underway to determine the costs involved in renovating the Civic Auditorium. The new library is complete with the exception of much-needed landscaping. The Community Theater, now under construction, will be completed in late 1971. It will require appropriations for walkways, landscaping, and some provision for parking. The present USO building will be removed from City Plaza Park and its function will be relocated in the San Antonio Plaza project. This latter development should be particularly gratifying, since structures have no place in parks.

A new office building is under construction at Second and Santa Clara Streets. Plans include the provision of a pedestrian plaza at street level. Parking for the building will be provided in the city lot at Third and St. John Streets. Another new office structure, the McKell Associates

CURRENT BUILDING AND DEVELOPMENT ACTIVITY

UNDER CONSTRUCTION

PROPOSAL

IDEA

Additional proposed 4-story hotel

Proposed 12-14 story office building

Old county courthouse in need of renovation

Proposed expansion of existing 652-space car park to 1400 spaces

Proposed widening of St. John Street between First Street and Fourth Street (1973-74)

Possible plaza around Peralta Adobe

Proposed expansion of existing 220-space car park to 700 spaces

Proposed 10-story low-income elderly housing unit

9-story Wells Fargo Bank

14-story Bank of America

4-story San Fernando Office Building

Cooper-Challen 14-story office building

Proposed 13-story United California Bank

Proposed 10-story, 300-room Holiday Inn

Proposed 13-story Bank of California

Proposed expansion of existing 105-space car park to 400 spaces

6-story, 2000-space car park

Proposed use of old city library for art gallery

Proposed 1000-space car park

Proposed USO Building

Proposed city park

Proposed Security Pacific National Bank Building

Proposed SCOPE Project:
6-story, 1600-space car park
700,000 sq. ft. residential space
150,000 sq. ft. retailing
900 additional car parking spaces

Proposed Block One Project:
twin 18-story office buildings
commercial plaza

Possible 18-story library building

Proposed San Antonio Plaza

Proposed 1200-space car park

Proposed McKell Associates 14-story office building

Proposed Montgomery Hotel rehabilitation

Community Theatre

Possible civic center site

Proposed 1000-space car park

Possible museum site

Possible 500-unit elderly housing

Proposed YWCA

Possible art gallery site

Proposed depression of Second Street between San Fernando Street and San Carlos Street

Proposed residence hall and dining facilities

Proposed science building extension

Proposed Vine Street widening

Proposed Auzerais Avenue-William Street connection (1973-74)

SOURCE SAN JOSE PLANNING DEPARTMENT

0 200 400 600 800 1000 1200 ft.

0 m 1/8 mi 1/4 mi

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building, to be combined with a hotel, is proposed for the present YWCA site if adequate relocation arrangements can be made.

Rehabilitation is underway on the Montgomery Hotel to convert it into a senior citizens residence. This rehabilitation follows the lead of the Redevelopment Agency's building at 85 East San Fernando Street, leased from the First Baptist Church, and the extensive remodeling by the Valley Title Company. It is hoped that subsequent projects will capitalize on the significant architectural character which epitomizes many buildings in the Core.

4.3.8 Park of the Guadalupe

The Park of the Guadalupe could be a major resource of the Core Area of San Jose if properly planned and administered. The original conceptual diagrams by Lawrence Halprin and Associates show a variety of potential uses within the park complex, some of which may be questioned in view of the Park Center and San Antonio Plaza projects. Since it will be some time before the office space to be developed in Park Center will be fully occupied, and since San Antonio Plaza will be contingent upon a strong demand in the retail and service field, the commercial, shopping, and office uses proposed for inclusion in the Park of the Guadalupe might best be located elsewhere within the Core. The idea of apartment

structures in the northern section may relate well to the park's natural and visual amenities, but there is reason for doubt as to the success of such a venture if the landing pattern for the San Jose Airport remains unchanged.

The Preliminary Report on the Feasibility of Accomodating Flood Flows Within the Concept of the Proposed Park of the Guadalupe has been completed by Daniel, Mann, Johnson, and Mendenhall and has indicated that control of flooding in conjunction with the design amenities of the proposed park is feasible. The City is now proceeding with the second phase of the engineering study to determine cost estimates, maintenance of water quality, and other factors.

Any further planning for this park concept must be made in conjunction with planning for Park Center, San Antonio Plaza, the Kennedy Fine Arts Center, and other parts of the Core Area. The park itself must relate to the neighborhoods which surround it and the planning must reflect the interests of those residents. An urban park of this type proves a magnificent design experience, but also poses a very real problem regarding its policing and supervision. Unless it can be designed and administered as a neighborhood and regional resource, integrated with the life of the Core, it may be anticipated that the alcoholics who now monopolize St. James Park and City Plaza Park will move into the new park with only occasional visits from office workers in surrounding buildings during the noon hour.

4.4 AREAS OF CONCERN RELATIVE TO THE CORE AREA

4.4.1 Relationship of the Model Cities Neighborhood

In a review of areas of concern related to the Core Area, the Model Cities Program has great significance. Relevant studies for a full understanding of this extensive program are the San Jose Model Cities Program Application, Amendments and Revisions, May 1969--a report which spelled out the basic framework for the creation of the Model Neighborhood--and the The Model Cities Program Mid-Year Planning Report 1970. This latter report is the skeletal plan around which the First Year Action Program will be built. An additional report entitled Neighborhood Analyses for San Jose, published in November 1968 and prepared by the City of San Jose Planning Department, provides additional insight into the complex urban problems prevalent within the Model Neighborhood and permits useful comparisons of socio-economic data and other indices with other areas throughout the City.

The Model Cities Neighborhood is to the south and east of the Core Area and harbors the greatest concentration of socio-economic and environmental problems in San Jose. The model area includes the six established neighborhoods of Gardner, Olinder, Tropicana, Mayfair, Alma and Bird, and was created in 1968 following the approval of a

federal grant "to plan a comprehensive City Demonstration Program." The area presently has a population of about 42,000 persons, of which approximately 29 percent are Mexican-American or Black. Only part of the Gardner Neighborhood falls directly within the Core Area. This is the section which occupies the quadrant of land bounded by San Carlos and Market Streets, and by the Guadalupe and Sinclair Freeways. About half of this area is included within the proposed Park of the Guadalupe. Conditions throughout the Model Neighborhood reflect general socio-economic and physical deterioration. Language problems, low educational levels, high unemployment rates, and low incomes are common social characteristics within the area. A paucity of community facilities and amenities, a generally deteriorating physical environment, and housing in a frequently poor or substandard condition eiptomizes the overall physical character of the area. Of particular note is the Tropicana area, where poor planning has already resulted in the rapid deterioration of a ten-year old housing tract.

In order to understand the inherent problems and formulate a creative program for the future, the Model Neighborhood has organized six Task Forces to handle topics of concern throughout the area. These are: 1) Communications, 2) Jobs/Job Training and Economic Development, 3) Youth and Education, 4) Law and Police, 5) Health and Welfare, and 6) Housing and Environment.

With the completion of the 1970 Mid-Year Planning Report, the Task Forces are at the point of embarking upon major action programs. Hopefully, some of the impact of several of these programs will be felt within the Core Area. The Core Area Study certainly will need to make contributions to the on-going Model Neighborhood Program. Consideration of objectives for both plans will reinforce future proposed revitalization in both areas of concern.

Certain overlapping problem areas are already apparent, and the following areas for immediate joint study can be identified:

Analysis of problems caused by incompatible land uses,

Analysis of the transient character and deterioration of residential areas, resulting both from the proximity of downtown, and an unplanned policy for Core Area expansion,

Study of the impact of new freeways bisecting some of the neighborhoods, and the future use of adjoining land,

Analysis of vehicular movement to and from the Core Area and the effect of congestion and parking on neighboring residential areas.

One of the most serious problems in the Model Neighborhood and in many other parts of the City is the non-availability of sound, economic housing. The demand for housing for lower-income families is

unfulfilled in San Jose. A recent study by Kaiser Engineers of Oakland showed there was a need for 11,000 additional housing units for low income families. At present the city is not optimistic that it can obtain federal financing for more than 1,800 such units.

In 1969, there were approximately 14,000 substandard housing units within the City. The Neighborhood Analyses Report reveals high percentages of substandard housing not only in the Model Neighborhood, but throughout the City. For example, the amount of substandard housing found in the Central Neighborhood, containing a major portion of the CBD, was 52 percent.

The City of San Jose is on the verge of developing a strong housing policy. Such a policy would be further strengthened if developed in cooperation with the Model Cities Neighborhood, as it is this area that contains the major portion of the unmet housing need in San Jose. Federal programs such as Public Housing, Turnkey and Rent Supplements, designed to serve the needs of low-income families, should be utilized to the fullest potential.

The Housing Authority in San Jose is presently being delayed with its proposed plans for the erection of 1,800 units of publicly assisted housing in the City. A decision by a Federal Court in San Francisco

in March 1970 overruled Article 34 of the State Constitution which made approval by voters mandatory before a local government could apply for federal funds to erect public housing. In April, the City Council and the Housing Authority appealed this ruling, finding themselves unable to sell agency bonds until final determination on the issue by the United States Supreme Court.

As a result of the decision to appeal, a public housing vote was removed from the June 2 referendum. No bonds can be sold, nor public housing constructed until the final Supreme Court ruling, which will occur in the Court's next term opening in October. In the meantime, the Housing Authority has applied for a federal loan to establish high priority on the list for government's loans.

Assuming the Court rules the public vote unconstitutional, public housing, though much delayed, can finally move forward, and the recent Council decision to encourage a policy of scattering in public housing will help avoid the creation of large ghettos in the future.

4.4.2 San Jose State College

The master plan for San Jose State College, by the State of California Office of Architecture and Construction and dated July 27, 1967, is

still the basis for the college's thinking, although Aaron Green, the present campus architect, has been recommending some modifications to this plan. The College's Board of Trustees has made the decision that this will remain an urban campus and will not be expanded into the surrounding neighborhoods. The alternative then is for high-rise buildings, the first of which has been designed in the form of an 18-story library tower that will be built as soon as monies are available from the sale of State bonds. Other new structures are contemplated for the eastern side of the campus along Tenth Street and in the southern segment between San Carlos and San Salvador Streets.

The problem of San Carlos Street, bisecting the campus between Fourth and Tenth Streets, is the most important one facing the College's planning. The campus architect, as well as members of the Administration, have expressed a desire to have San Carlos closed through the campus area or, barring that, depressing it. Such action is badly needed by the college. Since traffic volumes fall off sharply at the eastern edge of the campus and much of this traffic is college-oriented, closure of San Carlos at Fourth should be studied further. The College and the City will have to closely study the effects of such action on traffic circulation and analyze the costs, both financial and otherwise, involved. The proposed Scope Corporation complex for housing and college-oriented commercial facilities in the two easterly blocks of

the San Antonio Plaza redevelopment project will provide much needed housing, parking and services for the College. The effects of this commercial area upon the contiguous San Antonio Plaza retail facilities must be analyzed to insure that the College activity is not cut off from the Core by the Scope project. As the final design is worked out, it will be critical to insure pedestrian and visual access from the Core Area into the College. The contemplated removal of the old science building may be an unfortunate solution in that this structure is much more in keeping with the character of the campus than is the new science building and thus, were it economically feasible, the new building might better be modified or removed than the old. In any case, the planned raised plaza extending two blocks north and south is quite likely to be a formidable barrier, with the result that college activity and college spending may be directed to the softer areas to the north, east and south of the campus, rather than through the Scope project into San Antonio Plaza.

The future location of a BART station within San Antonio Plaza might help solve this by providing needed transit services to the students. Given the route alignments of the proposed BART extension, however, it is more likely that some type of sub-regional transit system which would serve the students living in the San Jose area would be a better generator of student activity in and through the San Antonio Plaza.

Study may have to be directed toward the linkage between the college and its south campus since this area provides the major athletic facilities of the college and has been mentioned as a possible site for San Jose's stadium. The existing Spartan Stadium could be enlarged with the addition of a second deck to provide a capacity of some 40,000 persons. Until more detailed analysis of the proposed construction of a sports complex at First and Bayshore is made, the alternative of coordinating this project with both the San Jose State College facilities and the city park adjacent should not be ruled out.

4.4.3 San Jose Hospital

San Jose Hospital presently occupies approximately three blocks of land north of Santa Clara Street between Thirteenth and Sixteenth Streets. As one of the two major health facilities serving San Jose, the Hospital's long range expansion plan, A COMPREHENSIVE URBAN-COMMUNITY HEALTH AND LIVING COMPLEX (March 1967) reflects the goal of providing full community health services. Development is directed at keeping step with the growing population of East and South San Jose where most future population growth is predicted to take place. The West Valley is served by Santa Clara Medical Center.

The hospital attracts employees from all areas of San Jose with a sizeable proportion coming from the Japanese-American community in the north. Most employees drive and parking to accommodate both employees and visitors is a problem.

The Hospital would like to close Fifteenth Street between Santa Clara and St. John to ease internal pedestrian circulation. Vehicular traffic circulation around the Hospital is a definite concern. If a one-way street pattern is introduced on Santa Clara, directed eastward (Wilbur Smith & Associates, SAN JOSE CBD TRAFFIC STUDY: 1967), the Hospital would like to see a new connection built, commencing where Santa Clara becomes one-way, joining with Julian (the proposed future hospital boundary) and directed west. This connector could feed off into parking areas of the hospital, and help control Hospital circulation by effecting a counter-clockwise movement around the Hospital complex.

Major plans for the future concern the building of Senior Citizen Housing. The Hospital is particularly concerned with Core Area plans for cultural facilities that will attract the elderly population served by the Hospital, whether housed in the Core or in the Medical Complex. In addition, should BART be extended through San Jose, the Hospital considers a stop in its area of high priority. Other plans include doubling the size of the present Nursing School (from 50 to 100 students) and the creation

of a Medical School as part of San Jose State College, to be built adjacent to the present hospital, with housing for medical students provided within the total complex. Though behind schedule on dates projected in the Master Plan, the Hospital remains committed to eventual expansion to the proposed limits, and is providing services to meet the needs of the community today. The Hospital's intention to create a complete spectrum of community health and living facilities within an urban framework, serving all sectors of the city population, has considerable merit. Its long-range goals should be considered and encouraged as of vital interest to the city.

4.5 TRANSPORTATION

4.5.1 Introduction

Before summarizing the evaluations of reports on the three basic transportation elements--access, parking and transit--it may be useful to point out a paradox which exists in the relationship of transportation to the success of the Core Area.

Traffic now moves well through the Core Area and parking spaces are relatively easy to find, usually in convenient locations. There are

two existing freeways nearby that provide fairly direct service and two additional freeways are to be constructed along the Core Area's western and southern boundaries. In the conventional sense there is no transportation problem in the Core Area because there is no serious traffic congestion and no serious deficiency in the number of parking spaces. However, as indicated by the various parking and traffic flow study reports from 1959 to 1969, the traffic volume and parking demand have not changed significantly in the Core Area in the last decade, even though traffic in the San Jose area as a whole has increased by more than fifty percent in the same period. The Core Area has not maintained its relative importance to the region despite the fact that access, circulation and parking are not a serious problem for anyone who wants to go there. The accompanying map of Generalized Traffic Flows shows average daily volumes on the Core Area streets in 1969.

The transportation studies, reports, plans and proposals for the Core Area that were evaluated for this study, placed the major emphasis on moving traffic and accommodating parking demand by the most efficient means.

This approach may in itself have contributed to the Core Area problem because wide streets, efficient one-way operation and signal

GENERALIZED TRAFFIC FLOWS



24-HOUR VOLUMES: AUGUST 1969

SOURCE CITY OF SAN JOSE

0' 200 400 600 800' 1000 1200
0 mi 1/8 mi 1/4 mi

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progression have helped traffic to move through the area without adding interest to the travelers' experience nor giving support to the natural attractions and opportunities for attractive development that exist in the Core.

We feel it is essential now that a different kind of emphasis be placed on the planning of transportation improvements. This new emphasis should be concerned not only with the functional efficiency of traffic operation but also with the nature and quality of the experience of driving by the Core Area, approaching it or circulating within it. There is a need to attract and hold the interest of travelers to the Core and to build their impression of the Core Area as a desirable destination rather than as a corridor for through travel.

Although the planning of traffic and parking facilities has been effective from a functional point of view, there is a need now to treat access, circulation, parking and transit as urban design elements with all the subtlety and sophistication of an architectural design procedure, considering orientation, views, spaces, forms and sequential experience.

Such an approach can only be effective if it is closely coordinated with identification of the existing features of attraction, with the identification

of potentials for new attractions and with the siting and design of new buildings and new activity areas.

This does not mean that the planning and design of transportation features should merely respond to the planning of other urban design elements. The transportation system should be considered an urban design element in its own right and should be used to create an improved experience of the Core Area. We recognize that this is an unusual approach to transportation planning but we believe it will prove to be a key factor in making the San Jose Core Area successful as an attractive place to work, to do business, to go for entertainment, or to live.

Based upon our evaluations thus far, our strongest recommendation with regard to transportation is that the proposed freeway ramps, one-way streets and parking be reviewed with the intention of coordinating their treatment with one another and with selected opportunities for land development and effective urban design.

4.5.2 Access and Circulation

Although there is no significant traffic congestion on the streets within the Core Area, there are traffic problems on the freeway

approaches to the Core. Furthermore, the Bay Area Transportation Report predicts severe congestion on the Bayshore, Los Gatos, and Guadalupe freeways in the future, and predicts overloading on the Sinclair Freeway. The proposed ramps on the Guadalupe and Sinclair Freeways are not well coordinated with the future plan of one-way streets in the Core Area. The freeway approaches to the Core should be reviewed, and in some locations they should be modified to clarify their connections to streets. The Adapted Plan of One-Way Streets and Freeway Access is indicated on the accompanying map.

Some of the existing and proposed transitions from two-way to one-way operation, as described in the San Jose CBD Traffic Study reports of 1963 and 1967, are confusing and take drivers out of direction. Some of the transitions include turning conflicts. The following are examples:

On First Street north of the Core there is a conflict between northbound and southbound traffic on First Street. Southbound traffic approaching the Core Area must turn left across the northbound traffic flow and move over to Second Street in order to continue south;

At the beginning of one-way operation on Second and Third Streets south of the Core Area, southbound traffic on Second Street comes to a head-on conflict with northbound traffic on Market Street.

ADOPTED PLAN
ONE-WAY STREETS, FREEWAY ACCESS

ONE-WAY STREET PAIR

UNPAIRED ONE-WAY STREET

TWO-WAY STREET

FREEWAY OFF-RAMP

PROBLEM LOCATION

10 ac

0 500 1000 1500 2000 2500
0 m. 1/4 mi 1/2 mi

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According to the one-way street plan, traffic approaching the Core Area from the west on Auzerais Street must turn left across oncoming one-way traffic outbound from the Core and must move over to West San Carlos Street to continue eastward into the Core Area;

Also according to the plan, traffic approaching the Core from the east on Santa Clara Street must move to a narrower and less important street, East St. John, in order to continue westward.

The entire one-way street plan should be reviewed to determine how the pattern might be simplified. This could justify a return to two-way operation on some streets within the Core, but this need not result in a serious loss of efficiency, particularly if through traffic is served elsewhere and the Core Area is made to function as a major travel destination rather than as a travel corridor.

Initially, the two new freeways should remove some traffic from the street approaches to the Core Area, making it easier to improve the transitions from two-way to one-way operation.

The adopted plan of freeway ramps and one-way streets appears to provide more efficient flow within the Core than at the entrances to the Core. Each of the ramps and major street approaches to the Core Area should be analyzed for its effectiveness as a gateway to the Core. In effect, these ramps and street approaches should be open into the Core and allow direct access visually as well as functionally. For the success of the Core as an area of attraction, efficiency of operation is probably more important at these entrances to the Core Area than on the street system inside the Core.

4.5.3 Parking

The reports on parking that have been evaluated in this study indicate there is no significant parking problem in terms of the number of spaces within the Core Area. The San Jose CBD Parking Study of 1963, the report on San Jose Parking and Transit 1967 and the Analysis of Proposed Off-Street Parking Sites of August 12, 1969 indicate very little change in parking demand. The reports indicate that there are more than enough parking spaces available, although some of the spaces are not in the most convenient locations. The parking projections do not indicate difficulties in providing the number of spaces required to meet future parking demands. The projections assume that the only significant development projects, the Park Center and the San Antonio

Plaza, will provide the necessary parking spaces within their development sites.

The policy implied in the parking reports is one of providing additional spaces as they become necessary to serve new buildings in the Core Area. In effect, the parking decisions follow the development decisions. It would be more desirable, as a means of attracting and directing new development, to establish a parking development program in close coordination with a strategy for the development of new buildings and activities and the improvement of access and circulation elements within a total urban design concept for the Core Area. In such a program parking improvements would lead development decisions rather than follow them.

The psychological aspects of convenient parking for the different kinds of activities in the Core should be a major consideration in the design of the parking program. Although the number of parking spaces is adequate now and may be relatively easy to maintain into the future, the location, arrangement and treatment of access to these spaces is extremely important with respect to their psychological effects in attracting people to the Core Area. The Core is in competition for new development sites with other areas that appear to be more convenient for parking. The appearance as well as the fact of convenience should be stressed in designing the parking program for the Core.

The most recent report by Wilbur Smith & Associates suggests the operation of a parking lot with suitable landscaping on a site to be used later for a parking structure. The structure would be built when the parking demand is sufficient to make it financially feasible. This approach might be used at carefully selected locations where availability of parking could stimulate interest in new development. The parking sites would be selected in accordance with an urban design program. In effect, parking would be used as part of a strategy to stimulate the right kind of development in the right places.

4.5.4 Public Transit

Dispersed, low-density development and almost exclusive reliance on the automobile are basic characteristics of the San Jose area. The 1956 report on Regional Rapid Transit, prepared for the San Francisco Bay Area Rapid Transit Commission, included three routes to San Jose and these joined along a line through the San Jose Core. The report did not recommend them for initial construction because of the adequacy of highway facilities in the San Jose area. However, the report recommended construction of the East Bay route to San Jose before the advent of freeway congestion so that the influence of transit could be included in the formative stages of development. Furthermore,

the report indicated that conditions would be favorable to implementation of the Peninsula routes to San Jose about 1970.

The Bay Area Transportation Report indicated that rapid transit lines could help to relieve the overloading that was forecast on the Bayshore, Los Gatos, Guadalupe and Sinclair Freeways.

The BART Route Analysis, prepared by the San Jose Planning Department, recommends that the location of the BART line through the Core Area be established now.

In view of these statements, and the interest in transit other than buses, as indicated by the various goals reports, we recommend that a study be initiated immediately to establish the most desirable location for the BART line and stations through the Core Area so that these locations may be adopted officially by the City at the earliest possible date. It is suggested that the Planning Department carry out a project to develop new procedures for acquiring the right of way and, where necessary, relocating residents in the most helpful way possible to the residents themselves.

One of the disadvantages of the Core Area in its competition with outlying shopping centers is that the walking distances between points of

interest in the Core Area are greater. Wilbur Smith & Associates recommended in the San Jose CBD Parking Study in 1963 a shuttle-type of mini-bus operation linking the various parking garages within the Core Area. We would suggest that a plan for a shuttle system be developed in conjunction with the Core Area program and that the system be designed to link the points of interest and activity that can be identified or developed. The system would connect with the major parking facilities and regional transit. It is not likely that conventional buses or even mini-buses would prove satisfactory for such a system.

The ride should be interesting enough to attract riders just for the ride itself and should be flexible with regard to length, alignment and grade. The system would provide an opportunity to investigate and experiment with systems which might be extended later to outlying areas for commuter and feeder services competitive with the automobile.

Some of the criteria and possible approaches for developing such a system are expressed well in the report A Proposal for an Automated Mass Transit System of October 6, 1969, prepared by the Transportation Task Force.

4.6 UTILITIES

San Jose has adequate utilities service for the present population, and it should not be difficult to increase the capacity of these services in the future.

Gas and electricity are provided by the Pacific Gas and Electric Company in all downtown locations. The gas distribution system follows a grid pattern along almost all downtown streets. The existing lines are both low (12 lbs. psi or less) and high (50 lbs. psi or more) pressure with a planned conversion to high pressure throughout.

High voltage electricity is provided to the Core at both 4 KV and 12 KV, with conversion planned to 12 KV as replacement becomes necessary.

Telephone service is provided by the Pacific Telephone and Telegraph Company with a new exchange building to be constructed shortly. The Telephone Company foresees no problems in the provision of service to an expanded Core Area.

Water for the Core is provided by the San Jose Water Works at Santa Clara and the Guadalupe River. Major lines are located in Santa Clara (16"), Post (12"), Reed (12"), San Pedro (10"), S. Market (12"),

Auzerais (16"), and Fourth (12") Streets with adequate service available throughout the area.

The city provides sewer services through its Department of Public Works. The main collectors are located in Vine (21"), Almaden (14"), Julian (30"), and Fifth (36 x 54") Streets. Fifth Street serves as the main connector to the treatment plant north of the city.

5.0 ECONOMIC ANALYSIS AND ASSUMPTIONS FOR FUTURE GROWTH

5.1 BACKGROUND

This section of the report is primarily concerned with the economic characteristics of San Jose's Core Area. However, an analysis of the economic factors for the whole of San Jose, Santa Clara County, and, indeed, the Bay Region, is a necessary prerequisite for understanding the forces which influence or affect the Core Area. Included in this analysis is a review of factors related to employment, income, population, construction, and assessed valuation.

5.1.1 Employment Trends and Projections

Santa Clara County's employment trends and projections are shown by industry category in Table 5.1.1a. The major area of basic economic growth has occurred in the manufacturing of durable goods. Within this category, from 1960 to 1967, the aerospace and electronics industries accounted for some 80 percent of employment growth. As these industries depend to a high level on government contracts, the local economy can be considered to be vulnerable to wide fluctuations.

TABLE 5.1.1a
AVERAGE ANNUAL EMPLOYMENT BY INDUSTRY
IN SANTA CLARA COUNTY[1/]
1960-1980
(Thousands)

	Estimated Employment		Forecast Employment		
	1960	1967	1970	1975	1980
Agriculture, Agriculture Services, And Mining	11.7	8.2	5	2	2
Contract Construction	17.8	18.1	25	31	33
Manufacturing					
Durables	51.6	95.9	111	138	165
Non-Durables	18.7	24.0	23	26	29
Transportation, Communication, And Utilities	9.6	14.8	16	18	20
Trade					
Wholesale	6.4	12.5	14	17	19
Retail	34.3	53.6	62	73	82
Finance, Insurance, And Real Estate	7.9	13.1	16	20	23
Services	43.2	82.6	97	118	136
Government					
Federal	5.2	9.0	10	12	13
State And Local	21.6	41.5	54	65	74
Total	228.0	373.3	431	520	596

1/ Reasonable high projection.

Source: Santa Clara County Planning Department.

A close examination of the type of growth within the durable manufacturing category reveals that, since the mid-1950's, most of it is attributable to electrical machinery and ordnance industries which rely for the most part on non-classified contracts from the federal government. By 1968, 18.5 percent of Santa Clara County's total employment was in the durable goods category. Despite the always present possibility of loss of government contracts, this category is nevertheless seen as continuing to expand during the 1970s, but at a somewhat slower growth rate than has occurred in the past two decades. In absolute terms, this sector of the local economy is projected to increase from its present level of almost 100,000 employees to some 165,000 employees by 1980. Thus, the aerospace and electronic industries are forecast to remain the dominant basic activities within the local economy.

Other areas of the economy having significant growth rates during the 1960's were retail trade, services and government. Retail trade, as an example, increased from some 34,000 employees in 1960 to about 60,000 employees at present. It is expected to account for 82,000 employees by 1980. This indicates a growth rate slightly below that experienced over the past decade but, nevertheless, suggests substantial future growth. Employment in the government sector has also experienced rapid growth in recent years and it is forecast that future

growth will continue at approximately the same rate as in the past decade.

With the exception of agriculture, agricultural services, mining, and construction categories, all other areas of the Santa Clara County and San Jose economy are forecast to experience strong continued growth rates. Total employment in the County, which was estimated at 373,300 employees in 1967, is projected to increase to 596,000 by 1980. This amounts to an average annual growth rate of over 17,000 employees per year. Santa Clara County's overall economy is considered healthy, with a growth rate capable of supporting major development in San Jose during the next decade.

5.1.2 Income

Data from Table 5.1.2a show that total personal income within Santa Clara County increased from $518 million in 1950 to $3.8 billion in 1968. This increase represents an annual growth rate of about 12 percent and far exceeds California's growth rate of slightly under 8 percent. Per capita personal income in the County for the same period also recorded a substantial rate of growth increasing from $1,747 in 1950 to $3,749 in 1968. This represents an average annual growth rate

TABLE 5.1.2a
TOTAL AND PER CAPITA PERSONAL INCOME
SANTA CLARA COUNTY
1950-1968

Year	Total Personal Income (thousands)	Estimated Population (July 1)	Per Capita Personal Income
1950	$ 518,247	296,600	$1,747
1951	585,518	316,000	1,853
1952	643,716	337,600	1,907
1953	702,848	360,900	1,947
1954	745,673	391,200	1,906
1955	889,600	428,000	2,078
1956	1,016,861	470,000	2,163
1957	1,166,878	513,700	2,271
1958	1,328,943	554,200	2,398
1959	1,591,332	601,600	2,645
1960	1,776,654	658,700	2,697
1961	1,966,338	713,000	2,758
1962	2,206,812	769,000	2,870
1963	2,452,646	819,600	2,992
1964	2,672,053	862,500	3,098
1965	2,887,985	893,800	3,231
1966	3,240,115	924,500	3,505
1967	3,579,613	975,600	3,669
1968	3,800,848	1,013,900	3,749

Source: California State Chamber of Commerce; State Department of Finance; Sales Management, Survey of Buying Power; and Economics Research Associates.

of about 4.5 percent, which compares favorably with California's per capita personal income growth rate of 4 percent.

A comparison of per capita income versus total income in the County shows per capita income to have experienced a slower rate of growth. This is attributed to an increasing number of persons under 25 years of age in the total population who have not yet entered the labor force. The major factor causing an increase in personal per capita income has been the continual increase in the total employment force of manufacturing employees. This group generally receives a higher rate of pay than other employment categories. At the same time, there has been a decrease in the number of lower paid agricultural employees who are typically seasonal workers.

Table 5.1.2b depicts the percentage of households having annual incomes of $10,000 and over for Santa Clara County and selected major Standard Metropolitan Statistical Areas throughout California for the years 1961, 1966, and 1968. As shown, Santa Clara County has led other major areas of the state in quality of income in each of these years during the past decade.

TABLE 5.1.2b
PERCENTAGE OF HOUSEHOLDS HAVING CASH INCOMES
$10,000 AND OVER FOR SANTA CLARA COUNTY
AND SELECTED CALIFORNIA SMSAS
1961, 1966, AND 1968

Area	1961	1966	1968
Anaheim-Santa Ana-Garden Grove	n.a.	29.2%	36.4%
Fresno	14.8%	18.3	21.4
Los Angeles-Long Beach	24.6	27.0	33.3
Sacramento	23.4	28.2	30.3
San Bernardino-Riverside-Ontario	15.2	18.9	22.0
San Diego	20.2	20.2	26.3
San Francisco-Oakland	24.2	27.0	34.6
Santa Clara County	26.1	33.6	47.3

Source: Sales Management, Survey of Buying Power.

5.1.3 Population

Santa Clara County has experienced one of the most rapid growth rates of major metropolitan areas in the United States during the past two decades. Table 5.1.3a shows that the County's population has grown from about 290,000 persons in 1950 to an estimated 1,032,000 persons in 1969. The primary source of this growth--73 percent--has been the result of in-migration to the County. A review of data contained in Table 5.1.3b shows that in-migration varies on an annual basis from some 11,000 persons in 1950 to a peak of about 46,000 in 1959. Since 1959, the actual number of in-migrants has shown a downward trend while the natural increase in population has remained relatively stable at about 14,000 persons per year.

Table 5.1.3c compares some of the many population projections prepared for Santa Clara County in recent years. This table shows varying projected populations of between 1,631,000 and 1,830,000 persons for 1985. The State Department of Finance figures are the highest indicated, with those of the Santa Clara County Planning Department being the most conservative. ERA's projections most nearly reflect those of the Santa Clara County Planning Department and take into account recent population trends which indicate a slowing of the increase in the County's population due to a decreasing rate of in-migration.

TABLE 5.1.3a
POPULATION--CALIFORNIA, SAN FRANCISCO BAY AREA,
LOCAL COUNTIES
1950, 1960, AND 1969

	1950		1960		1969	
	Total Population	Percentage Of Bay Area	Total Population	Percentage Of Bay Area	Total Population	Percentage Of Bay Area
California	10,586,223	n.a.	15,717,133	n.a.	19,856,000	n.a.
Bay Area	2,681,322	100.0%	3,638,939	100.0%	4,565,200	100.0%
County						
Alameda	740,315	27.6	908,209	25.0	1,051,100	23.0
San Francisco	775,357	28.9	740,316	20.3	706,900	15.5
Santa Clara	290,547	10.8	642,315	17.7	1,032,600	22.6
San Mateo	235,659	8.8	444,387	12.2	550,400	12.1
Contra Costa	298,984	11.2	409,030	11.2	560,900	12.3
Sonoma	103,405	3.9	147,375	4.1	204,100	4.5
Marin	85,619	3.2	146,820	4.0	203,600	4.5
Solano	104,833	3.9	134,597	3.7	174,800	3.8
Napa	46,603	1.7	65,890	1.8	80,800	1.8

Source: U.S. Census of Population, April 1950 and April 1960; California State Department of Finance; Santa Clara County Planning Department, July 1969.

TABLE 5.1.3b
COMPONENTS OF YEARLY POPULATION INCREASE
SANTA CLARA COUNTY
1950-1970

Year	Estimated Population	Interval	Total Increase	Natural Increase	Net In-Migration	Total Increase (percent)	Percentage Distribution	
							Natural Increase	Net In-Migration
1950	291,000	1950-51	16,000	5,000	11,000	100%	31%	69%
1951	307,000	1951-52	23,000	5,000	18,000	100	22	78
1952	330,000	1952-53	23,000	6,000	17,000	100	26	74
1953	353,000	1953-54	30,000	7,000	23,000	100	23	77
1954	383,000	1954-55	33,000	7,000	26,000	100	21	79
1955	416,000	1955-56	35,000	8,000	27,000	100	23	77
1956	451,000	1956-57	38,000	9,000	29,000	100	24	76
1957	489,000	1957-58	43,000	10,000	33,000	100	23	77
1958	532,000	1958-59	52,000	11,000	41,000	100	21	79
1959	584,000	1959-60	58,000	12,000	46,000	100	21	79
1960	642,000	1960-61	51,000	13,000	38,000	100	25	75
1961	693,000	1961-62	44,000	14,000	30,000	100	32	68
1962	737,000	1962-63	58,000	15,000	43,000	100	26	74
1963	795,000	1963-64	48,000	15,000	33,000	100	31	69
1964	843,000	1964-65	40,000	14,000	26,000	100	35	65
1965	883,000	1965-66	37,000	14,000	23,000	100	38	62
1966	920,000	1966-67	46,000	14,000	32,000	100	30	70
1967	966,000	1967-68	42,000	13,000	29,000	100	31	69
1968	1,008,000	1968-69	36,000	14,000	22,000	100	39	61
1969	1,044,000	1969-70	28,000	14,000	14,000	100	50	50
1970	1,072,000							

Source: U.S. Census of Population, 1959 and 1960; Santa Clara County 1966 Special Census, and Santa Clara Planning Department 1969.

TABLE 5.1.3c
COMPARATIVE POPULATION PROJECTIONS
SANTA CLARA COUNTY
1970-1985
(Thousands)

	1970	1975	1980	1985
California Department Of Finance[1/]	1,086	1,311	1,558	1,830
Santa Clara County Planning Department[2/]	1,080	1,275	1,449	1,631
Arthur D. Little, Inc.[3/]	1,072	1,260	1,468	1,661
Real Estate Research Corporation[4/]	1,090	1,290	1,490	1,690
Economics Research Associates[5/]	1,080	1,265	1,450	1,635

Source:
1/ Department of Finance, State of California, 1969.
2/ Santa Clara County Planning Department, 1969.
3/ Potential Urban Growth, South Santa Clara County, 1964.
4/ Economic Survey and Analysis, Central Business District, San Jose, California, 1967.
5/ U.S. Bureau of Census; Santa Clara County Planning Department; Department of Finance, State of California; and Economics Research Associates.

TABLE 5.1.3d
POPULATION PROJECTIONS
CITY OF SAN JOSE AND SANTA CLARA COUNTY
1950 THROUGH 1985
(Five-Year Intervals)

Year	San Jose (thousands)	Santa Clara County (thousands)	San Jose As A Percentage Of County
1950	95	291	32.7 %
1955	116	416	27.8
1960	204	642	31.8
1965	333	894	37.3
1970	461	1,080	42.9
1975	590	1,275	46.3
1980	720	1,449	49.7
1985	847	1,631	52.0

Source: San Jose City Planning Department; Department of Finance, State of California; and Santa Clara County Planning Department.

This trend is seen as continuing over the term of these forecasts, with a near constant rate of absolute annual increase experienced during the next two decades.

Over the next 15 years the City of San Jose is seen as increasing its size relative to the County as a whole. Supporting data are contained in Table 5.1.3d. San Jose, which is currently estimated to have a population of 461,000 persons, represents 42.9 percent of the estimated Santa Clara County population. This relative percentage of the County total is projected to increase steadily, amounting to about 52 percent of the County's total by 1985. In the foreseeable future San Jose is thus seen as becoming an increasingly major force within the County.

5.1.4 Construction

A further indicator of an area's economic strength is found in an analysis of the construction industry. An analysis of the nine county San Francisco Bay Area since 1960 shows Santa Clara County, by a wide margin, to be the leading county in the construction of new dwelling units. Supporting data are contained in Table 5.1.4a. From 1960 to 1967, Santa Clara County captured 29.7 percent of the new dwelling unit activity within the nine county Bay Area; the capture rate was increased to 42.3 percent in 1968.

TABLE 5.1.4a
NEW DWELLING UNITS BY NINE COUNTY AREA

County	Total (1960-1967)	Share Of Bay Area (1960-1967)	1968	Share Of Bay Area 1968
Santa Clara	114,226	29.7%	17,565	42.3%
Alameda	86,068	22.4	7,945	19.1
Contra Costa	53,414	13.9	5,427	13.1
Marin	21,293	5.5	1,497	3.6
Napa	5,545	1.4	820	2.0
San Francisco	27,681	7.2	1,282	3.1
San Mateo	46,570	12.1	3,371	8.1
Solano	12,991	3.4	1,744	4.2
Sonoma	16,259	4.2	1,863	4.5
Total Bay Area	384,047	100.0%	41,514	100.0%

Source: U.S. Department of Commerce.

TABLE 5.1.4b
TOTAL NEW DWELLING UNITS
AUTHORIZED BY BUILDING PERMITS
BY TYPE OF STRUCTURE
SANTA CLARA COUNTY
1950-1968

Year	Total	Single-Family	2-4 Units	5 Or More Units
1950	9,276	8,348	388	540
1951	6,509	5,725	488	296
1952	7,969	7,090	565	314
1953	7,252	5,974	550	728
1954	11,465	10,203	725	537
1955	12,493	11,352	528	613
1956	9,179	7,477	621	1,081
1957	12,217	8,312	890	3,015
1958	15,939	10,724	1,343	3,872
1959	18,743	12,463	2,078	4,202
1960	16,427	10,175	1,884	4,368
1961	15,995	8,616	2,684	4,695
1962	18,880	8,704	4,762	5,414
1963	21,372	8,991	4,729	7,652
1964	14,729	7,548	2,253	4,928
1965	10,416	6,822	1,208	2,386
1966	6,707	5,187	616	904
1967	10,235	7,516	1,240	1,479
1968	17,565	9,400	1,503	6,662

Source: U.S. Bureau of Census; U.S. Bureau of Labor Statistics; and Santa Clara County Planning Department.

Within Santa Clara County the number of new dwelling units authorized by building permit increased on a continuing basis each year from 1950 to 1963. Since that date, the total number of authorizations has followed an irregular pattern. Included in the reasons for the decrease in authorizations in recent years are a) the reaction to the over-building of new units in the early to mid-1960's, and b) the subsequent tight money market which precluded further large-scale building. Data pertaining to building permit authorizations are contained in Table 5.1.4b.

In the 1950's and early 1960's, the multiple-unit sector showed a strong increase in the percentage of penetration of the overall housing market. In the early 1950's multiple family units accounted for approximately 10 percent of the total housing market; by 1963 the penetration had increased to 58 percent. However, since that year the percentage of multiple units to total units has decreased, with the trend in recent years reflecting a higher percentage of single family units. This emphasis on single family units is seen as continuing in the future.

5.1.5 Assessed Valuation

Another significant indicator used in measuring a community's basic economy is its assessed valuation. This factor shows the true economic

value of the community. A review of data contained in Table 5.1.5a shows the growth of the County's assessed valuation by city during the past decade. As the table shows, Santa Clara County's assessed valuation has more than doubled during the last decade, with nearly uniform increases experienced by each city. This increase ranged from nearly $1.1 billion to over $2.6 billion from 1959 to 1969.

5.2 CORE AREA

5.2.1 Demographic Data

The most recent and comprehensive population data for San Jose's Core Area is found in Real Estate Research Corporation's 1967 report.7/ These data were developed from the Santa Clara County Planning Department's Census of April 1966, and are shown in Table 5.2.1a.

These central area residents are characterized by low family incomes, as shown in Table 5.2.1b. Because only slightly over 50 percent of

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7/ RERC's area of concern, the Central Business District, is contiguous with the boundaries of the Core Area study except to the east, where the boundary is Tenth Street: in the Core Area study the boundary is Fourth Street.

All economic and statistical data in this section of the report refer to the larger CBD study area.

TABLE 5.1.5a
ASSESSED VALUATION BY CITY
SANTA CLARA COUNTY
1960, 1965, 1969
(Thousands)

City	1959-1960	1965-1966	1968-1969
Alviso	$ 2,356	$ 3,271	1/
Campbell	14,558	38,690	$ 44,929
Cupertino	5,182	28,755	37,816
Gilroy	9,540	16,814	20,894
Los Altos	37,371	62,328	73,402
Los Altos Hills	10,067	21,139	25,475
Los Gatos	16,896	41,928	53,049
Milpitas	19,118	38,887	50,820
Monte Sereno	2,566	4,870	6,364
Morgan Hill	3,776	8,511	11,283
Mt. View	43,834	115,802	152,021
Palo Alto	115,932	203,003	249,580
San Jose	342,633	694,916	872,304
Santa Clara	84,680	155,877	175,535
Saratoga	27,960	55,388	68,636
Sunnyvale	89,507	197,088	242,430
Total	$1,084,885	$1,996,037	$2,618,655

1/ Merged with San Jose, March 1968, and included with San Jose figure.

Source: Santa Clara County Controllers Office, assessed valuation July 1 to June 30 of each year.

TABLE 5.2.1a

POPULATION OF CENTRAL BUSINESS

DISTRICT BY HOUSEHOLD-1966

Number of persons per household	Number of Heads of Household	Total Population
one	2,279	2,279
two	1,241	2,482
three	427	1,281
four	350	1,400
five	116	580
six	48	288
seven	37	259
eight	25	200
nine	12	108
ten	5	50
eleven or more	8	88
Total	4,548	9,015

Source: Special Census, April 1966, Santa Clara County Planning Department, Real Estate Research Corporation

TABLE 5.2.1b
INCOME DISTRIBUTION OF FAMILIES IN SAN JOSE CENTRAL BUSINESS DISTRICT--1966

Family Income	Number of Families	Percent of Families Surveyed in CBD
$0 - $2,999	1,238	50.9%
$3,000 - $5,999	712	29.4
$6,000 - $9,999	331	13.8
$10,000 and over	143	5.9
Not reported	2,124	
Total answered	2,424	
Total	4,458	100%

Source: Special Census, April 1966, Santa Clara County Planning Department Real Estate Research Corp. and Economics Research Associates

TABLE 5.2.1c
PERCENTAGE OF UNIT
OWNERS AND RENTERS
SAN JOSE CENTRAL BUSINESS DISTRICT

Income Group	Percent Homeowners	Percent Renters
$0-$2,999	8.8%	91.2%
$3,000-$5,999	11.6	88.4
$6,000-$9,999	16.0	84.0
$10,000-$14,999	27.5	72.5
$15,000 and over	43.9	56.1
Total Respondents	10.6	89.4

Source: Special Census April 1966, Santa Clara County Planning Department
Real Estate Research Corporation and Economics Research Associates.

the area's population responded to questions about their income, the actual average income in the area may be less than indicated in the foregoing table.

The Special Census of 1966 also revealed that nearly 90 percent of the CBD's resident population lived in rented units. An itemized distribution of the renter-owner relationship is shown in Table 5.2.1c. As might be expected, the propensity to own a dwelling unit in the CBD increases in direct proportion to increased family income.

The 1966 Special Census also included an inventory of dwelling units and vacancy rates in the Central Business District (Table 5.2.1d). Analysis shows that the vacancy rate increases as the number of units per structure increases. More people live in structures with five or more units than live in structures with four units or less per structure.

Unlike many central city areas, minority groups do not constitute a large segment of the population. The 1966 Special Census revealed that only 2 percent of the area's population was classified as Negro, with 8 percent non-white, and 12.3 percent as Mexican American.

TABLE 5.2.1d
VACANCY RATE BY UNITS IN STRUCTURE
SAN JOSE CENTRAL BUSINESS DISTRICT

Number of Units in structure	Number of units	Vacant units	Vacancy rate
One	870	58	6.7%
Two or three	524	36	6.8
Four	255	18	7.1
Five to ten	986	98	9.9
Eleven to nineteen	621	81	13.0
Twenty to forty-nine	867	125	14.4
Fifty and over	745	108	14.5
Other	226	22	9.7
Total	5,094	546	10.7%

Source: Special Census, April 1966, Santa Clara County Planning Department
Real Estate Research Corporation

5.2.2 Future Outlook For Core Area Residents

Discussions with officials of the Redevelopment Agency reveal that many of the Core Area residents have multiple social problems, most of which are connected with alcoholism. Rather than disposing of various dwelling units in the redevelopment area and forcing the residents to leave, the Agency plans to develop a community residential center within the Core Area where displaced persons will be able to move and enjoy better housing and an increased living standard. The center is planned to include room and board as part of the rent package.

Within the San Antonio Plaza redevelopment area, the Scope Corporation plans to develop 1,400 apartment units and 700 student housing units; together, these units will add an additional 3,500 residents to the Core Area population. Other projects which will also add to the resident population include the proposed 300-room Holiday Inn Hotel in Park Center redevelopment area and a proposed 150-room hotel in the San Antonio redevelopment area. Section 5.8 of this report discusses the potential for residential construction within the Core Area in more detail.

5.3 EMPLOYMENT

5.3.1 Location of Employment Concentrations

The most recent analysis of San Jose employment is found in the 1967 Real Estate Research Corporation study. This study indicates that there were 12,000 employees in the Central Business District in 1966 and that one-third of this total was located in only 10 percent of the area. The basic area of employment concentration was found to be bounded by St. John Street, San Fernando Street, Second Street and Vine Street. Within this area are such major employers as the Bank of America, J. C. Penney, Community Bank and First Savings. Although since this inventory a number of the retail establishments in this area have moved, the absolute level of permanent employment is estimated to have remained relatively constant. The lowering of office vacancy rates, coupled with normal tenant growth in the Core Area, has tended to offset the exit of selected retail establishments.

Outlying employment centers were found to have considerably less employment than the CBD. Estimates of three principal centers were as follows:

Valley Fair-Stevens Creek shopping complex--1,000 employees

The Alameda--1,000 employees

North First Street (Civic Center)--7,500 employees

The CBD thus remains the largest employment center in metropolitan San Jose. When the employers of the Park Center development and the 2,000 faculty and staff members at San Jose State College are taken into account, the role of the Central Business District as a major employment center is increased substantially. Discussions with Park Center officials indicate that the project is to employ approximately 5,000 persons--the greater portion of which are projected to come from outside the present CBD employment area. The market of the Core Area is thus seen as increasing significantly in the foreseeable future.

5.3.2 Employee Survey Findings

In the 1967 RERC study, selected employees were questioned as to their retail shopping habits, modes of transportation to work, and household incomes. Cross tabulations of these questions revealed the following:

Eighty percent of persons questioned had not spent an evening in the downtown area within three months of the survey, while about 55 percent of the women and 71 percent of the men interviewed had not shopped in the area during the same period.

An employee's propensity to shop in the downtown area was much higher if he or she walked to work rather than arrived by automobile or bus. Survey findings also revealed that as employees' incomes increased their frequency of downtown shopping decreased. (This situation is seen as a direct reflection of the quality of downtown shopping facilities when compared with outlying centers. As an example, the Valley Fair-Stevens Creek shopping center, which contains the highest quality merchandise in the area, draws its primary market support from the higher income segments of the population.)

Seventy-four percent of all downtown employees drove to work, while an additional 13 percent also rode in a private car. Thus, 87 percent of the downtown employment arrived by car. Of the remaining 13 percent, approximately 10 percent used the bus, with the remainder living close enough to walk. Most of those driving to work found no parking problem; nearly all employees parked within three blocks of their place of employment. Of those employees paying monthly parking--60 percent--$10.00 per month was found to be the most frequent charge.

Of all the downtown services available to employees, bank patronage was the only significant service used, with nearly

70 percent of all employees using downtown facilities to conduct their banking business.

5.3.3 Employment Projections

As stated previously, most recent inventories of employment show the total CBD employment to be 12,000 persons. Current development activity in the Park Center project, plus planned and committed development in the San Antonio project, will add substantially to these employment levels during the next decade.

Updating and refining existing employment projections by other major research firms studying the San Jose Central Business District, the Consultants estimate that employment in the Core Area will increase at a rate of about 800 employees per year over the next two decades. Comparative employment projections for the Core Area are depicted in Table 5.3.3a. Two sets of Wilbur Smith projections are shown in this table. One set represents Wilbur Smith's actual employment projection for areas contained in Census Tracts 8, 9, and 10, while the second set is an adaptation of these projections apportioned to reflect the study area within the larger census tract area. These projections are considered very conservative as employment resulting from proposed new office development alone is projected to be more than double Wilbur Smith's projection.

TABLE 5.3.3a
CENTRAL BUSINESS DISTRICT EMPLOYMENT PROJECTIONS

	1960	1965	1970	1975	1980	1985	1990
Wilbur Smith 1/	NA	16,700	16,100	19,000	20,600	NA	NA
Wilbur Smith 2/	NA	12,500	12,100	14,250	15,500	NA	NA
Candeub and Fleissig 3/	16,629	NA	NA	NA	NA	37,000	NA
Economics Research Associates	NA	NA	12,000	16,000	20,000	24,000	28,000

1/ Wilbur Smith, 1969 analysis of proposed off street parking projections for census tracts 8, 9, and 10.
2/ Wilbur Smith, 1969 projections for census tracts 8, 9, and 10 adapted by Economics Research Associates to the study area: factor of 75 percent used to convert.
3/ Candeub and Fleissig 1959 downtown San Jose present conditions and future prospects.

Source: Economics Research Associates.

The projections by Candeub and Fleissig, made in 1959, are considerably more optimistic, forecasting an overall increase in employment from 16,629 in 1960 to 37,000 in 1985. These projections must now be considered optimistic in view of the limited amount of development that has actually taken place in the Core Area over the past decade. However, while Candeub and Fleissig's absolute figures may not hold true, their average annual rate of increase--800 employees--is seen as being realistic. Furthermore, if this rate of growth is applied to present Core Area employment levels, the resultant projections parallel ERA's projections.

The centralized relocation of City Hall would have a considerable impact on employment growth in the Core Area. As shown in Table 5.3.3b, there are currently about 3,450 city employees, 525 of whom require central office space. By 1978, these totals are estimated to increase to 4,950 and 735 employees respectively. Therefore it can be seen that if City Hall was relocated, there would be a direct increase of between 500 and 750 employees within the study area. In addition, it is likely that additional residual employment would be created by such a move. Although the probability of this move can only be speculated on at this time, the relocation of City Hall to a Core location would substantially strengthen employment growth in the area, and the advantages of such must be seriously considered in more detail during the remainder of this study.

TABLE 5.3.3b
SAN JOSE CITY EMPLOYMENT LEVELS AND FORECASTS
1960 - 1968

	Total City Employees [1/]	Employees Requiring Office Space At Civic Center 1968 - 1970
1960	1,524	--
1961	1,667	--
1962	1,667	--
1963	1,968	--
1964	2,368	--
1965	2,614	--
1966	2,906	--
1967	3,065	--
1968	3,172	471
1969	3,240	500
1970	3,450	525
1971	3,640	550
1972	3,820	575
1973	4,000	600
1974	4,180	630
1975	4,360	655
1976	4,560	680
1977	4,750	705
1978	4,950	735

1/ All projects of employment based on an employee/population ratio of 134 to 1, which has been the average from 1960 to 1968.

Source: San Jose in the 70's, A Study of Capital Needs and Economics Research Associates.

5.4 OFFICE SPACE

5.4.1 Santa Clara County Development Trends

The volume of office space construction in Santa Clara County though varying widely from year to year has generally increased in recent years.

As Table 5.4.1a shows, during the mid to late 1950's, the volume of new office space in the County averaged about 175,000 square feet per year. However, from 1960 to 1965 this average annual volume increased substantially--to over 500,000 square feet per year. During the past four years the average annual rate has declined somewhat to just under 400,000 square feet per year.

Office developments during this period have followed a decentralized pattern throughout the County. Much of the new office space over the past decade has been consumed by the major growth industries such as defense-space, electronics, and research and development firms, that typically require outlying locations for their plants and offices. The deterioration of downtown areas, plus the decline in quality and quantity of support facilities such as retail stores and restaurants, has also caused a portion of the market to locate in outlying shopping centers.

TABLE 5.4.1a
VALUE OF OFFICE BUILDING PERMITS ISSUED
IN SANTA CLARA COUNTY
1955-1969

Year	Number Of Permits Issued	Estimated Value Of Permits (thousands)	Estimated Square Feet Constructed
1955	53	$ 2,115	105,775
1956	61	2,831	134,800
1957	96	5,886	267,540
1958	87	3,969	172,580
1959	91	4,461	185,885
1960	108	7,360	294,395
1961	191	11,161	429,260
1962	127	17,953	664,930
1963	133	14,880	531,440
1964	108	18,180	626,910
1965	82	11,741	378,740
1966	111	20,967	655,220
1967	73	5,881	157,000
1968	91	15,215	407,000
Total	1,412	142,600	5,011,475

Source: San Francisco Bay Area Council and Economics Research Associates.

However, despite a general trend away from downtown areas, much of recent office activity in Santa Clara County has been attracted to downtown San Jose. This can be largely attributed to the Park Center Redevelopment Project. Currently, this development has some 670,000 square feet of office space either completed or under construction, with an additional 200,000 square feet planned for 1971-72.

5.4.2 Office Space in the San Jose Metropolitan Area

Despite decentralized growth trends in San Jose office construction in recent years, the Central Business District still remains the center of office development in the metropolitan area. An inventory of office space, shown in Table 5.4.2a, credits the CBD with nearly two-thirds of all existing space within the metropolitan area.

San Jose's total office inventory has increased from 2.75 million square feet to over 4.0 million square feet over the past five years. (Data contained in this inventory were derived by using the last complete inventory of San Jose office space, made in 1966, and adding the total estimated major office space constructed in the metropolitan area since that date.) A detailed breakdown of major office construction is depicted in Table 5.4.2b. This table shows that there is approximately 600,000 square feet of office space currently under construction, with

TABLE 5.4.2a
ESTIMATED INVENTORY
OF SAN JOSE OFFICE SPACE

Area	1966 Square Feet[1/]	Estimated Additional Major Space Since 1966 Square Feet[2/]	Estimated 1969 Total
Central Business District	1,599,939	1,090,000	2,689,939
Major Office Space (966,800)			
Other Office Space (633,139)			
The Alameda	220,270	60,000	280,270
North First Street	246,665	120,000	366,665
Governmental Complex	685,100	--	685,100
Other	--	110,000	110,000
Total	2,751,974	1,380,000	4,131,974

1/ Real Estate Research 1966 Inventory.
2/ All major space currently under construction also included.

Source: Economics Research Associates.

TABLE 5.4.2b
ESTIMATED MAJOR OFFICE SPACE CONSTRUCTION, SAN JOSE
1966-1969

	Location	Estimated Total Space Constructed Square Feet[1]	Estimated Square Feet Leased[2]	Estimated Square Feet Available[3]
New Construction				
First American Building	North 1st Street	120,000	120,000	--
Pruneyard Tower	Campbell	110,000	75,000	35,000
San Jose Plaza[4]	CBD	200,000	100,000	100,000
1425 Alameda	The Alameda	60,000	60,000	--
111 St. John Street	CBD	100,000	100,000	--
111 Market Street	CBD	100,000	100,000	--
San Fernando Building	Park Center	170,000	130,000	40,000
Wells Fargo Bank	Park Center	100,000	50,000	50,000
Bank of America	Park Center	200,000	120,000	80,000
United California Bank	Park Center	120,000	30,000	90,000
Bank of California	Park Center	100,000	30,000	70,000
Rehabilitated				
Valley Title Building	CBD	60,000	40,000	20,000
Palis Drug Building	CBD	30,000	None	30,000
First National Bank	CBD	100,000	100,000	--
Total New And Rehabilitated Space		1,570,000	1,055,000	515,000
Total New Space		1,380,000	915,000	465,000

1/ All estimates rounded to nearest ten thousand.
2/ Estimated leased space as of March 1970.
3/ An undetermined portion of this space is still under construction.
4/ Currently under construction with a major tenant.

Source: Economics Research Associates.

an estimated 465,000 square feet of space uncommitted. In addition to new office space constructed since 1966, nearly 200,000 square feet of old space has been rehabilitated to a first class status. This thus increases the total amount of office space constructed or rehabilitated over the last five years to 1.57 million square feet--or over 300,000 square feet per year--of which over 80 percent is within San Jose's Central Business District.

5.4.3 Major Office Space Lease Rates

A review of lease rates for major quality office space in San Jose showed monthly rates to range between $0.55 and $0.75 per square foot, with annual rates ranging between $6.60 and $9.00 per square foot. Current rates found at representative buildings are shown as follows:

Building	Monthly Rate per sq. ft.	Annual Rate per sq. ft.
San Fernando	$0.55-$0.60	$6.60-$7.20
Wells Fargo Bank	$0.60-$0.65	$7.20-$7.80
Bank of America	$0.65-$0.75	$7.80-$9.00
Pruneyard Tower	$0.55-$0.65	$6.00-$7.80
Other Major Space	$0.55-$0.60	$6.60-$7.20

Discussions with developers revealed that the upper levels of current lease rates are most representative for new space as the cost of financing and construction continue to increase, thus requiring commensurate increases in lease rates. The rates currently found at the Park Center Project exemplify this. The San Fernando Building, which was constructed first, at lower financing rates and construction cost levels, has the lowest lease rates within the project. The Bank of America building has higher construction and financing costs and correspondingly charges higher lease rates. These trends in development costs and increasing lease rates are generally seen as continuing in concert with the overall economy.

5.4.4 Office Vacancy Rates

Discussions with officials of major real estate firms and developers operating in San Jose indicate that vacancy rates for major constructed office space are minimal. Only 25,000-30,000 square feet of existing scattered first class space is currently available in the Core Area, outside of the Park Center Project.

This situation is a reversal of previous--1966--survey findings, which showed 225,000 square feet of vacant space in San Jose. Second and third class office space is considered more readily available, with

current leasing activity tightening the supply of this market somewhat. The overall lowering of vacancy rates in the San Jose market area is attributed to a lack of major office development between 1966 and 1969. This lack of development, coupled with absorption of vacant space by annual demand, actually created a latent demand which is only now being met.

5.4.5 Tenant Characteristics

A random analysis of recent and prospective quality office tenants in San Jose shows the market to consist of regional, financial, insurance and sales-oriented firms. Tenants leasing space in Park Center typically are oriented toward finance with a number of major banks either committed or interested, while North First Street tenants include a number of real estate, brokerage and accounting firms. The First American building, as an example, has a regional sales office for a large electronics firm, numerous public accounting firms and brokers, plus substantial space taken by the Pacific Telephone Company as an interim space user. The outlying Pruneyard, on the other hand, has the major portion of its committed space leased to regional offices of insurance companies, and other major sales-oriented businesses. Other major tenants showing current interest in quality office space include the major public utility companies as well as a number of large banking firms.

5.4.6 New Office Tenants, Announced and Planning

In addition to the sizable amount of major office activity currently experienced in the San Jose metropolitan area, a number of large firms have either announced or are planning for substantial office developments in the near future. Among those firms are Hong Kong Bank, Security Pacific Bank, Union Bank, and Crocker Bank. In addition to these, Pacific Telephone Company has reportedly chosen San Jose as its northern California Computer Center and has put out bids for a 160,000 square foot building in the area. Pacific Telephone also plans a 130,000 square foot addition to their development at a future date. The Dillingham Corporation has also shown interest in developing a large office and hotel/motel complex in the area of the airport; at present this development is only in the planning stage.

5.4.7 Potential Office Space Growth Patterns

Although a major portion of San Jose's recent office development has been in the Core Area, some development has also taken place along the Alameda and in the general area of North First Street. With the advent of Park Center and San Antonio Redevelopment projects, the demand for office development along the Alameda and North First Street is seen as decreasing significantly in the future. The rationale

for this forecast is based on the magnetism of a major downtown office center, plus the confining nature of major land uses surrounding the Core Area. The Core will be bounded by the Guadalupe Freeway on the west, the Sinclair Freeway to the south, and San Jose State College and San Jose Hospital complex to the east. Thus, only the northern corridor is really open to major contiguous land use development.

Other future office development will continue in major outlying shopping centers. However, these developments are not seen as significantly detracting from downtown or the airport area. Potential office space growth in the San Jose metropolitan area is considered to have the downtown Core Area as its major area of development. The Airport area will serve as a competing area, along with outlying shopping center developments.

5.4.8 Projections of San Jose Office Demand

Table 5.4.8a contains projections of office space demand in San Jose by research and planning firms who have studied the area in recent years. These forecasts generally range between 150,000 and 200,000 square feet for San Jose, with the Core Area capturing 60 to 70 percent of this demand. The projections by Candeub and Fleissig in 1959 are lower than the more recent projections of Larry Smith, D.R.A. and

TABLE 5.4.8a
SUMMARY OF PROJECTIONS
OF ANNUAL OFFICE SPACE DEMAND
SAN JOSE, CALIFORNIA
1970
(Square Feet)

	San Jose	CBD
Development Research Associates[1/]	200,000	n.a.
Larry Smith[2/]	150,000-200,000	90,000-120,000
Candeub & Fleissig[3/]	n.a.	54,000- 74,000
Real Estate Research[4/]	150,000-300,000	n.a.
Economics Research Associates	150,000-225,000	100,000-150,000

n.a. means not available.
1/ 1966 Park Center Financial Feasibility Analysis.
2/ 1966 Land Use and Marketability Study, San Antonio Plaza.
3/ 1959 Downtown San Jose Present Conditions and Future Prospects.
4/ 1967 Economic Survey and Analysis CBD, San Jose.

Source: Economics Research Associates.

Real Estate Research. In view of the time lapse since the Candeub and Fleissig projections, these forecasts are considered outdated. E.R.A.'s evaluation of the market potential most nearly refects the projections by Larry Smith.

The methodology used in arriving at these forecasts is based on a square foot of office space per capita basis. Past relationships of office space in San Jose have averaged roughly three square feet of office space per capita. These relationships, however, are seen as increasing as San Jose becomes more of a regional business center. In the past, San Jose's low per capita office space ratios were the result of its close proximity to the regional office center in San Francisco. As a basis for future growth in San Jose, a per capita ratio ranging between 4 and 6 square feet is considered realistic. If these figures are applied to San Jose's forecasted average annual population increase of 27,500 persons, a resulting new office space demand of 110,000 to 165,000 square feet exists. If an additional one-third of the new demand is added for replacement and rehabilitation of old buildings, a total average annual demand of between 150,000 and 225,000 square feet of office space is forecast. A capture rate of about 65 to 70 percent of this forecast is considered realistic for the Core Area. Present inventory levels of unleased space and new space already under construction are estimated to supply new demand for the next two to three years.

In addition, firm development plans for the Park Center project call for additional large scale office development in the mid-1970's. Therefore, during the next five years, any major office development in the Core Area outside the Park Center project area will face a highly competitive leasing situation.

5.5 EXISTING RETAIL USE AND FUTURE DEMAND

5.5.1 Existing Retail Use

In recent years retail sales in San Jose have decreased sharply as a percent of County sales. Retail sales in the CBD amounted to about 34 percent of County sales in 1948, with a steady decline to under 15 percent in 1958, and have declined to a present level of 4 percent. This decline in percent of County retail sales is not only the result of large outlying shopping centers entering the market but also a direct result of the decline in absolute dollar volumes of retail sales in the CBD during a period of rapid County growth. Data contained in Table 5.5.1a reveals that retail sales in the CBD have declined from over $96 million in 1967 to $72 million in 1969, with the sales categories of general merchandise, automotive, and grocery stores showing the largest declines. Comparison of total retail sales during the 1967-1969 period, for the CBD, San

TABLE 5.5.1a

TAXABLE SALES OF RETAIL STORES IN CITY OF SAN JOSE
AND CENTRAL BUSINESS DISTRICT OF SAN JOSE AND SANTA CLARA COUNTY
1967-1969
(Thousands)

Group	Central Business District Sales			Percent Change[1/]	City of San Jose Sales Less Central Business District			Percent Change	Santa Clara County Sales			Percent Change
	1967	1968	1969		1967	1968	1969		1967	1968	1969	
Apparel Stores	$10,336	$ 9,453	$ 9,244	(30.8)	N.A.	$ 41,593	$ 45,973	10.5	$ 95,987	$ 105,935	$ 111,784	16.4
General Merchandise	23,058	17,561	13,016	(53.9)	N.A.	132,562	150,248	13.3	279,079	309,504	334,080	19.6
Specialty Stores	19,258	17,836	N.A.	--	N.A.	39,069	N.A.	--	117,691	125,681	137,813	17.1
Grocery Stores	3,933	4,371	2,400	(39.0)	N.A.	54,599	63,123	15.6	143,200	172,289	190,327	33.0
Eating And Drinking Places	8,577	8,477	8,156	(4.8)	N.A.	43,498	49,904	14.7	116,164	128,093	145,200	25.1
Home Furnishings	4,619	5,249	)		N.A.	17,480	)		52,851	60,306	69,559	29.8
Household Appliances	3,394	3,733	) 8,183	2.3	N.A.	11,182	) 30,084	5.0	27,569	31,054	30,940	12.2
Second Hand Merchandise	187	193	N.A.	--	N.A.	582	N.A.	--	1,232	1,342	1,250	1.5
Building Material	6,791	6,495	N.A.	--	N.A.	28,109	N.A.	--	71,649	85,404	96,749	35.3
Automotive	15,283	11,626	3,569	(77.4)	N.A.	94,644	110,519	16.8	261,555	301,327	324,199	24.1
Service Stations	592	533	514	(13.2)	N.A.	10,535	11,466	8.8	24,170	25,668	27,167	12.4
Other	--	--	27,340	--	N.A.	21,236	97,162	--	16,461	17,116	17,072	--
Total Retail Sales	$96,028	$85,527	$72,422	(24.6)[2/]	N.A.	$495,089	$558,479	12.8	$1,207,614	$1,362,719	$1,486,140	22.8[3/]

N.A. means not available.

1/ Where 1969 breakdown is not available percent change is omitted. All percentages shown reflect percent change of 1967 to 1969.

2/ Average annual percent change equals minus 12.3.

3/ Average annual percent change equals 11.4.

Source: Retail Sales Trends, San Jose Mercury and News and Economics Research Associates.

Jose less the CBD, and the County, show the CBD with an overall decline of 24.6 percent, while the remainder of the City increased by 12.8 percent and the County increased 22.8 percent.

Major factors contributing to the decline of retail sales in the CBD include a decrease in the number of retail outlets, deterioration of facilities, and the continued addition of major suburban centers. Table 5.5.1b contains an inventory of the number of retail outlets in the CBD for the past three years. As shown, the downtown area of San Jose has experienced a net loss of 69 outlets during this period which represents a 15 percent overall decline. Despite the continued decline in retail volume, the San Jose CBD still contains the largest concentration of retail, food, and service space. As shown in Table 5.5.1c, the CBD is estimated to contain 1.95 million square feet of retail floor area, which substantially exceeds any of the major suburban centers.

Sales per square foot of retail space in the CBD compare unfavorably with other San Jose retail centers. From recent data, supplied by the San Jose Redevelopment Agency, average sales per square foot in the CBD can be seen to be only about 70 percent of the average retail sales of major suburban centers. Valley Fair, at $73.50 per square foot, is the highest figure, with Stanford Shopping Center at $67.33 the lowest; for comparison, later CBD figures indicate sales of $43.86 per square foot. These data are depicted in Table 5.5.1d.

TABLE 5.5.1b
RETAIL STORES IN SAN JOSE CENTRAL BUSINESS
1967-1970

Group	1968	1969	1970	Percent Change[1/]
Apparel Stores	64	61	58	- 9.4
General Merchandise	29	22	16	-44.8
Specialty Stores	118	107	N.A.	--
Grocery Stores	23	23	24	4.3
Packaged Liquor	3	4	3	--
Eating And Drinking Places	104	101	93	-10.6
Home Furnishings And Appliances	27	22	21	-22.2
Second Hand Merchandise	13	14	N.A.	--
Building Material	13	12	10	-23.0
Automotive	38	27	18	-52.5
Service Stations	23	19	17	-26.0
Other Retail Stores	--	--	130	--
Miscellaneous	4	1	1	--
Total Retail Stores	459	413	390	-15.0

N.A. means not available.
1/ Percentage of change reflects change from 1968 to 1970.

Source: Retail Sales Trends, San Jose Mercury and News and Economics Research Associates.

TABLE 5.5.1c
INVENTORY OF RETAIL, FOOD AND SERVICE FLOOR AREAS
IN MAJOR SAN JOSE CENTERS
1970
(Square Feet)

Area	Retail	Food	Service	Total
San Jose Central Business District	1,950,000	360,000	690,000	3,000,000
Valley Fair	529,081	42,000	17,500	588,581
Stanford	751,200	25,800	26,000	803,000
San Antonio	450,048	36,000	11,300	497,348
Westgate	436,650	21,000	34,000	491,650
Stevens Creek	341,648	25,000	5,000	371,684
Total	4,458,627	509,800	783,800	5,752,263

Source: Redevelopment Agency, City of San Jose 1970, San Jose Mercury and News Shopping Center Guide, 1969/1970, and Economics Research Associates.

TABLE 5.5.1d
YEARLY SALES VOLUME
PER SQUARE FOOT MAJOR
SAN JOSE RETAIL CENTERS
1970

Area	Retail Floor Area Square Feet	Total Annual Sales	Sales Per Square Foot
San Jose Central Business District	1,950,000	$85,526,000	$43.86
Valley Fair	529,031	38,891,000	73.50
Stanford	751,200	50,581,000	67.33
San Antonio	450,048	32,039,000	71.20
Westgate	436,650	30,190,000	69.14
Stevens Creek	341,648	24,018,000	70.29

Source: Redevelopment Agency, City of San Jose, 1970.

This situation, however, is not unique to San Jose. Virtually all downtown retail centers in major cities have experienced a similar decline in volume of retail sales. This decline in the popularity of downtown retail centers is the direct result of the convenience of outlying centers to the automobile. Suburban centers not only feature new quality facilities but are generally easily accessible to major freeways and offer free parking immediately adjacent to a wide selection of retail stores that allows for one stop shopping. These amenities are not generally offered by downtown retail stores. In the recent past, San Jose's Core Area has not been easily accessible to the suburban resident. Furthermore, the Core Area offered the prospective customer multiple stop shopping, parking expenses, deteriorated facilities, and a generally depressing atmosphere.

Consequently, there have been major shifts in the character of San Jose's downtown retail business. Some of these changes include:

Change of emphasis to high volume discount sales;

Lack of attraction for new outlets to the area, and minimum expansion by existing firms;

Increased vacancy, caused by a gradual exodus of retail outlets to suburban centers.

Recent surveys of shoppers and downtown employees reveal that the downtown shopper has a low income, travels to the area by bus, on foot,

or other means than a car 56 percent of the time, and predominantly resides in the southeast and southwest areas of town, generally within 3 miles of the CBD retail district.

5.5.2 Future Retail Demand in the Core Area

A review of studies of retail use and demand potentials for San Jose's Core Area shows a wide range of potential demand for quality retail space. These areas of potential market support include: 1) students, faculty, and staff at San Jose State College; 2) Core Area employees; and 3) local and regional market area residents. This market support, however, is only considered available to the Core Area if major changes are made in the retail offerings of the downtown area.

Despite the current ills of the present retail area, the Core does have a number of inherent advantages, including a large daytime working population at hand; a large college community contiguous to the area; and expanding potential as the entertainment, office, and recreation center of the County. If the development of a retail center in the Core Area offers the potential customer a pleasant environment, quality construction, ample parking, freedom of fear, entertainment facilities, and a generally pleasant shopping atmosphere, meaningful penetration of the future market is considered attainable.

5.5.3 Future Retail Support From San Jose State College

A recent study of potential retail sales demand from San Jose State College students, faculty, and staff was performed by the San Jose Redevelopment Agency. This study followed the methodology of a similar study previously carried out to determine the retail sales potential of the University of California in Berkeley. Results of the San Jose study showed faculty and staff estimates of annual per capita expenditure at $11,520 for non-housing items, $1,370 for housing, to give a total figure of $12,890 annually. Student expenditures, on the other hand, were estimated at $2,620 annually for non-housing items and $855 for housing, to give a total figure of $3,475 per year. When these estimates of expenditure were applied to the current number of students--23,000--and faculty/staff--2,500--the following expenditure levels were realized:

	Estimated San Jose State College Expenditures ($000)
Student, non-housing	$60,260
Faculty & staff, non-housing	28,800
Subtotal, non-housing	89,060
Student housing	19,665
Faculty & staff housing	3,425
	23,090
TOTAL housing & non-housing	$112,150

The potential market support for both the housing and non-housing categories resulting from student, faculty, and staff expenditures is estimated to exceed $112 million annually. Nearly $90 million of this figure is attributable to non-housing related spending; this figure is more than the total for 1968 taxable sales for the entire San Jose Central Business District. It is evident that the existing CBD has not related well to the present substantial student and faculty retail market.

In an effort to relate these data to more precise areas of market support, the effective buying power of students, faculty, and staff at the San Jose State College was apportioned on the basis of state-wide distribution of these funds. In addition, a 38 percent factor was added to CBD taxable sales to allow for non-taxable sales, with an additional 10 percent adjustment for service activities. These modifications result in a potential total volume of $125 million.

Table 5. 5. 3a contains a detailed estimate of comparative retail expenditure levels for the Santa Clara County, the San Jose Core Area, and San Jose State College. When tax exempt sales and unassigned sales are added to taxable sales, the County total is estimated at $3. 8 billion, the Core Area at $235 million, and the college at $112 million. It can be seen, therefore, that total potential college expenditure at $38 million, amounts to roughly three percent of the County and 48 percent

TABLE 5.5.3a
ESTIMATED SAN JOSE STATE COLLEGE
CORE AREA AND COUNTY EXPENDITURES
($000)

Category	County	Percent		Percent	Faculty Staff And Students	Percent 1/
Apparel Stores	$104,935	2.8	$6,593	2.8	$12,066	185
General Merchandise	309,504	8.2	13,309	8.2	3,429	18
Specialty Stores	125,681	3.3	7,770	3.3	3,959	51
Food & Liquor	172,298	4.5	10,595	4.5	7,555	71
Eating & Drinking	128,093	3.4	8,005	2.3	9,251	115
Household Appliances	109,818	2.8	6,593	2.8	1,846	38
Building Material	95,404	2.5	5,887	2.5	N.A.	-
Automotive	301,327	8.0	18,838	8.0	N.A.	-
Service Stations	25,668	0.6	1,410	1.7	N.A.	-
Sub Total Taxable Sales	$1,372,719	36.1	$85,000	36.1	$38,106	45
Housing	$726,960	19.2	$45,216	18.2	$23,086	50
Tax Empt Sales	$706,953	18.6	$43,803	18.6	$21,243	50
Sub Total	$1,433,913	73.9	174,019	73.9	82,435	48
Unassigned Income	994,158	26.1	61,465	26.1	29,715	48
Total	$3,800,790	100.0	$235,484	100.0	$112,150	48

1/ Stated as percent of Core Area sales

Source: San Jose Redevelopment Agency and Economics Research Associates

of Core Area taxable sales. If an average dollar sales figure of $70 per square foot is applied to this total, market support for some 545,000 square feet is indicated. Within this market, the apparel store category with $12 million potential sales offers the highest support, followed by the eating and drinking category at $9.2 million; food and liquor at $7.5 million, and specialty stores at nearly $4.0 million. As might be expected, these four categories account for the major part of college-oriented sales. As very few quality facilities in these categories now exist within the Core Area, it is apparent that the college population must presently shop outside downtown San Jose.

5.5.4 Future Retail Support From Core Area Employment

The second major area of potential market support for Core Area retail facilities is downtown employment. There are currently 12,000 employees within the Central Business District; this figure is expected to double during the next 15 years (see Section 5.3.3). Recent surveys of this market revealed that, on average, less than 15 percent of downtown employees shopped within the CBD within a week of their interview; approximately 22 percent shopped in the Core Area within the previous two weeks and about 30 percent within one month of the interview. Though results of this survey do not show absolute numbers of employees, trends shown in these data are considered indicative of the low overall retail

market penetration rates of CBD employment. On the assumption that effective market penetration relates to frequent shopping or to a shopper who has traded in the area within the past month, CBD retail outlets are estimated to be attracting only about 30 percent of the potential market on a frequent basis, with the remainder of people virtually ignoring present downtown retail establishments. Considering the relative captured nature of this market, this sector of the Core Area retail market remains, for the most part, untapped.

If downtown retail development is to succeed, it must be of a magnitude that it will create a new identity for Core Area shopping, in much the same manner that the Park Center project has for Core Area office space. Considering the size of the college and downtown employment market, current untapped demand from these areas is seen as being significant. Potential retail purchasing power of these two prime sources of market support is estimated at between $85 and $95 million. At an average figure of $70 of sales per square foot of retail space, this figure would support between 600,000 and 650,000 square feet of retail space. An increased penetration of this prime market of between 10 and 20 percent would result in an immediate added demand for 60,000 to 135,000 square feet of new retail space in the Core Area. Considering the proximity of these two market segments and the present lack of quality facilities, increased penetration of this magnitude is considered

attainable--if not conservative. Altogether it is considered that there is potential market support for some 120,000 to 235,000 square feet of additional new retail space.

5.5.5 Potential for Future Core Area Retailing

A review of previous CBD retail space projections shows considerable market support from the San Jose metropolitan area. This support, however, has been largely negated by suburban retail centers such as the Valley Fair and the Stevens Creek Centers, and even a revitalized retail Core Area is not seen as capturing more than five to seven percent of this market sector.

The main emphasis for new retailing in San Jose's Core Area must be directed towards capturing the downtown employment and college-oriented markets, with development of an initial impact such that a major shift will occur in present retail buying patterns in these two prime sectors. Specifically, a new Core Area retail center is envisioned of between 285,000 and 475,000 square feet. A breakdown of the varying market sectors and penetration rates leading to these estimates is contained in Table 5.5.5a.

TABLE 5.5.5a

ESTIMATES OF CORE AREA RETAIL

MARKET SUPPORT AND POTENTIAL CAPTURE RATES

Market Support Catagories	Estimated Potential (Square feet)	Estimated Penetration Rate	Estimated Available (Square feet)
Market Support Catagories			
Employees - Core Area	670,000	20%-10%	135,000-65,000
College (students, faculty and staff)	545,000	25%-10%	110,000-55,000
Local and Regional Market	3,263,000	7%-5%	230,000-165,000
Total County	4,458,000	N.A.	475,000-285,000

Source: Economics Research Associates

The new retail center will require at least one lead department store tenant with satellite retail facilities heavily oriented to apparel, specialty shops, eating and drinking, and food and liquor stores. These categories are chosen as the most prevalently desired retail sales attributed to the college and downtown employee markets. The theme or atmosphere created by this type of retail center is also considered important in that a unique retail shopping experience in the Core Area would generate support from such future potential downtown developments as a convention center, the community theater, major hotel facilities and recreation, entertainment and tourist visitation from the entire county. The theme at a downtown retail center might include a Spanish design in keeping with local early California traditions. However, regardless of the theme selected, the retail area should include a number of quality restaurants and unique shops that as a total package create an entertaining atmosphere for the shopper, diner and downtown visitor.

Packaging such a development might logically include the shifting of both J. C. Penney and Montgomery Ward Stores into this center as initial lead tenants for the development. Currently these are the two major department stores remaining in the Core Area and together contain over 100,000 square feet of retail floor space. A development with these ingredients would serve a dual purpose: 1) it would offer a retail center with an initial impact of a scale necessary to stimulate desired

sales levels; and 2) it would help keep existing major retail stores in the downtown area that might otherwise leave the area for new suburban centers.

Table 5. 5. 5b summarizes the various projections for Core Area retail demand as determined by the research firms who have studied San Jose in recent years. Larry Smith and Company projected only replacement and rehabilitation space, while Development Research Associates forecasted an increased demand of 20,000 square feet per year for a period of 10 years. Candeub and Fleissig's 1959 study projected an annual demand of between 50,000 and 75,000 square feet through 1985. This latter projection assumed that immediate (1959) development would be initiated. Inasmuch as proposed development failed to materialize, these projections must be considered obsolete. A review of a 1963 marketability analysis for a major department store in the Core Area by Roy Wenzlick and Company revealed a potential demand for a 175,000 to 185,000 square foot department store; because this study was only concerned with one store, potential overall Core Area demand was not shown. However, the study does state that a major retail development in the Core Area could expect to capture about $35 million in sales. Using the figure of $70 per square foot of annual retail sales as a guide, the report suggests market support for a Core Area retail center of about 500,000 square feet.

TABLE 5.5.5b

SUMMARY OF PROJECTED

RETAIL DEMAND SAN JOSE CORE AREA

	Projected Annual Demand (Square Feet)
Larry Smith & Co. 1/	Replacement & Rehabilitation only
Development Research Assocs. 2/	20,000
Roy Wenzlick & Co. 3/	(175,000 - 185,000)
Candeub & Fleissig 4/	50,000 - 75,000
Economics Research Assoc. 5/	28,000 - 47,000

1/ 1966 Land Use Marketability San Antonio Plaza Study.
2/ 1966 Financial Feasibility Analysis, Park Center Project.
3/ 1963 Economic Analysis for Proposed Department Store in CBD.
4/ 1959 Downtown San Jose Present Conditions Future Prospects.
5/ Ten Year Demand Potential of Between 285,000 and 475,000 square feet.

Updating and synthesizing these previous retail projections, the consultants believe that there is an additional annual potential for 28,000 to 47,000 square feet of retail space in the Core Area during the next decade. In addition to new retail space at this magnitude, further rehabilitation of existing Core Area retail space is forthcoming to compete with new facilities. However, as an inventory of the quality of Core Area retail space is not available, the magnitude of this upgrading process cannot be ascertained with accuracy. The result of established stores upgrading their facilities will mean a significant increase in sales per square foot, and a probable lowering of the overall existing inventory of retail space.

5.6 GENERAL PROPERTY VALUES

Though prices of individual parcels vary substantially with size, location and ownership, general market values of property within the metropolitan area tend to follow patterns. In an effort to determine these patterns of value, a number of realtors and developers were questioned regarding metropolitan San Jose land values. Generally, land values in the redevelopment areas ranged in cost from $7.50 to $15.00 per square foot. These values are seen as increasing with present and planned improvements to $25.00 to $30.00 per square foot.

Property values along Santa Clara Street in the Core Area are estimated to average about $15.00 per squre foot with a few individual parcels substantially higher. Just north of Santa Clara Street property values decrease to an average of about $10.00 per square foot. Along the major corridors leading away from the Core Area, North First Street land values tend to range between $6.00 and $9.00 per square foot, while prices along The Alameda range between $5.00 and $7.50 per square foot. Some specific examples of individual property values are shown as follows:

General Location	Average Sales Price Per Square Foot
Park Center Redevelopment	$ 7.50
San Antonio Plaza	$15.00
First and St. John Street	$10.00
Santa Clara (mid-block Core Area)	$10.93
Santa Clara and Market	$25.00 (asking)
1st and Hedding Area	$ 9.00
The Alameda Area	$ 6.50
Santa Clara Core Area	$15.00

5.7 RESIDENTIAL POTENTIAL IN THE CORE

During the past two decades, multiple-family residential construction in Santa Clara County has increased steadily as a percent of the County's total residential construction. Projections by D.R.A. show that during the next decade multiple units are expected to account for 50 percent of the residential market in Santa Clara County. Because the San Jose Redevelopment Agency has the ability to assemble large parcels of land and establish quality control and planning standards, San Jose's Core Area can compete favorably with currently successful fringe area multiple developments.

D.R.A.'s 1965 report for Park Center contained a survey of large multi-family residential developments built in and around the City of San Jose during the previous decade. The survey included 2,100 large scale developments of 40 units or more per complex. These were selected as being most representative of probable downtown densities. The survey showed that of the 2,100 units surveyed, 828 were new, 184 were 2 years old, 147 were 3 years old, and 348 were 5 or more years old. Rental rates of the higher quality units were found to average about $0.18 per month per square foot, while the rates of average quality units varied between $0.11 and $0.07 per square foot. D.R.A.'s analysis concluded that there were no direct comparable units with a

downtown situation and that the demand for high quality units in San Jose was limited. A high-rise development or high quality project within the downtown area was seen as a pioneering situation.

Within the multiple unit market, single female employees working in the downtown area and elderly couples who are still working were considered the best prospects for a high-rise downtown development. Adding this demand to the general market, the D.R.A. report stated that a 100 to 200 unit development warranted a market test. A 100 unit complex was considered the minimum size required to create the desired impact necessary for project market acceptance.

The report further recommended that both high-rise apartments and townhouses be developed to test the market. The following unit mix, rental rates, and unit sizes were recommended:

	Percent Distribution	Monthly Rental Range	Square Feet
Efficiency/Studio	5%	$100-125	400-600
One bedroom	35	150-175	600-800
Two bedroom	45	175-200	800-1100
Three bedroom	5	200-275	900-1300

The suggested market support for the 100 to 200 unit high-rise/garden apartment recommendation of D.R.A. is not seen as conclusive evidence

for the suitability of these types of units in San Jose's Core Area. As no comparable development exists, testing of the market can be the only determinant of future market support. Since D.R.A.'s survey was carried out in 1965, the Scope Corporation has announced the development of 200 townhouse units in the San Antonio Plaza project. Market support for these units is seen as primarily coming from faculty, staff, and married students at San Jose State College. However, since this project will also be available to the general public, this development will effectively test the acceptability of this market.

It is felt that the lack of definitive market support in the D.R.A. report, coupled with the subsequent announcement of the 200 units in the Scope project, largely limits the market for further immediate high-rise or townhouse units in the Core Area through the development and lease up period of this project. In addition, in view of the fact that no other market analysis has been performed since 1965, further study of market potentials for these specialized housing types should be carried out in the near future.

5.8 TOURISM, RECREATION AND CONVENTION POTENTIAL

5.8.1 Tourism

The nine county San Francisco Bay area is one of California's most popular tourist areas. Results of the California State tourist study conducted by Facts Consolidated and Economics Research Associates revealed that the Bay Area receives some 8.2 million tourists per year from outside the region. Of these tourists 2.76 million are overnight intrastate visitors, 1.75 million are one day intrastate visitors, and 3.68 million are out-of-state tourists. A breakdown of these data are contained in Table 5.8.1a.

In addition to this large market, there are nearly 19 million one day and 835,000 overnight pleasure trips taken by Bay Area residents within the nine county Bay Area annually. A list of the most popular recreation attractions visited by out-of-state auto visitors is shown in Table 5.8.1b. Review of these data reveals that San Francisco, Fisherman's Wharf, Carmel-Monterey, Chinatown, and Lake Tahoe are mentioned as the most popular attractions.

Considering the size of the Bay Area tourist market, together with the near void of major tourist attractions outside the city of San

TABLE 5.8.1a

ANNUAL INTRASTATE AND OUT-OF-STATE
TOURIST VISITATION TO THE SAN FRANCISCO BAY AREA

Area of Residence	Overnight Visitors	One Day Visitors	Total
Northern California	390,000	290,000	680,000
Central California	835,000	1,465,000	2,300,000
Los Angeles Area	1,130,000	-	1,130,000
Other Southern Calif.	410,000	-	410,000
Subtotal	2,765,000	1,755,000	4,520,000
Out-of-State	3,680,000	-	3,680,000
Total San Francisco Bay Area[1/] Tourism	6,445,000	1,755,000	8,200,000

1/ 9 County area

Source: Facts Consolidated 1966 California tourist survey and Economics Research Associates.

TABLE 5.8.1b
MOST POPULAR RECREATION ATTRACTIONS
VISITED BY OUT-OF-STATE AUTO VISITORS
July-August 1966

Attraction	Per 1,000 Total Out-Of-State Visitors
Disneyland	262.1
San Francisco	254.9
Knott's Berry Farm	160.2
Fisherman's Wharf	128.6
Marineland	77.7
Carmel - Monterey	75.2
Chinatown - San Francisco	75.2
San Diego and Mission Bay	70.0
Lake Tahoe	63.1
San Diego Zoo	55.8
Yosemite National Park	51.0
Los Angeles	48.5
Movie/TV Studios	38.8
Sea World	38.8
Fishing	38.8
Sequoia National Park	36.4
Swimming and Surfing	34.0
Farmers Market	31.6
Fleishhacker Zoo	31.6
Crescent City	31.6
Wax Museum	29.1
Tijuana - Baja, California	29.1
Golden Gate Park	26.7
Laguna Beach	21.8
State Capitol	21.8
La Jolla	17.0
Los Angeles Art Museum	14.6
Mount Wilson	12.1
Lassen National Park	12.1

Source: Facts Consolidated 1966 California Tourist Survey and Economics Research Associates.

Francisco, market demand for a quality recreation or themed attraction in the San Jose area is seen as substantial. Recent E.R.A. analysis of major California S.M.S.A.'s showed the San Jose area to have the greatest amount of discretionary income available to local residents. These data show the San Jose Metropolitan Area to have a low level of major recreational and entertainment facilities relative to other major population centers in the State. The combination of the Bay Area's large tourist market, the high amount of available discretionary income in the San Jose area, and the general lack of major recreation and tourist attractions indicate San Jose to be a prime location for future tourist-oriented attractions.

5.8.2 Recreation and Entertainment Potentials

The Core Area's recreation and entertainment activity is currently limited, with a few old movie theaters and the Civic Auditorium as the only facilities available. These facilities are not capable of either attracting or servicing large volumes of visitors and are almost totally for local use. One major addition, the community theater, is, however, currently being constructed. This modern theater should definitely bolster the entertainment potential for the Core Area. The theater will serve as a catalyst for the Core Area and help set the standard for future recreational and entertainment facilities.

Among developments proposed for the Core Area, the Park of the Guadalupe and a "theme" shopping center are seen as having the greatest potential for recreation and entertainment. These developments will not only draw on the area's large tourist market but will complement and be necessary for potential convention development. The Park of the Guadalupe, as presently conceived, is seen as adding multiple benefits to the area. It not only would enhance the aesthetic value of a key portion of the Core Area but would provide a number of recreational facilities in a unique water-oriented atmosphere. Preliminary plans call for a wide variety of facilities including tennis courts, boating, amphitheater, bowling alley, craft center, and sidewalk cafes. Because this project is only in the planning stage a feasibility analysis is not yet available. However, a cursory review of previously-mentioned market support levels indicates support for a significant amount of recreational and tourist-oriented activity in the Core Area.

5.8.3 Convention Potential

Real Estate Research Corporation's evaluation of San Jose as a convention center notes that poor hotel accommodations, the lack of quality shopping and dining, and a generally poor downtown atmosphere hinder the potential for convention trade. However, they do state that

if these detracting factors are corrected, and a convention facility is built, the City could have an annual convention population of 100,000 visitors, spending $10 million annually. These estimates are about 20 percent of San Francisco's current convention visitation and, when compared to other areas of the country, seem generally reasonable. Present plans call for a convention center adjacent to the Civic Auditorium or on the adjacent site which has been discussed for the City Hall. This general area of the Core seems well-suited to future convention facility development.

6.0 URBAN DESIGN CONSIDERATIONS

6.1 URBAN DESIGN TODAY

The Core Area of San Jose evolved into its present form nearly thirty years ago. At that time, the Core reached its prime. Since then both the Core's importance, as well as the condition of its building stock, has gradually declined. In spite of some local efforts to counteract this trend, the physical image of the Core is less than desirable. It needs rejuvenation.

An opportunity for physical, as well as economic revival seems to be here. At the present, a major part of the land in the Core Area is undeveloped. Some of this open land is in public rights of way. Most of it is used for automobile parking. More than half of this land area is available for building a new image and evolving a new identity for the Core of San Jose. This new image could give the sense of identity to San Jose that the San Jose Goals Committee would like to see established, and could become the "basis of pride and responsibility" for all residents of the San Jose metropolitan area.

There are several major forces at work reshaping the image of the urban core. Some of these forces are coordinated, some are not. It would be in the City's best interest if all the plans for new development

could work towards the accomplishment of a common urban design objective. Today development continues on a "project" basis; buildings are planned only as part of the "block". While they are thought of as components of a development project, the planned new projects seem coordinated only in function. It appears from the available plans that the form of the new projects does not provide for a continuity of urban structure.

The phenomenon is not surprising. Incremental planning and building proceeds on a project basis in most American cities today. The "city beautiful" idea, based on an imageable, formal city plan, lost its appeal in America. Its idealism, and utter lack of financial feasibility rendered it seemingly impractical. The most powerful urban design tools today are master builders' renderings, and out-dated zoning ordinances, which foster the creation of un-related "building envelopes". The financial opportunities of individual "development packages" encourage development counter to the more advanced planned unit provisions. The "city beautiful" is lost; if a community is lucky, the "city exciting" emerges.

In the past, form was the major consideration of urban design. In Paris and in Washington urban functions were inherent in the urban form: vistas and views were considered more important by the city planners than ease of circulation and convenience of access. Public buildings

represented the major building masses. Parks and open space and tree-lined boulevards played a more important role in the city plan. Streets represented landscaped open space, and served less as channels of movement. The functional characteristics of the open plan were not considered as important as they are today.

The San Jose Goals Committee recognizes the necessary consideration of form in their objectives. They have expressed a deep concern over the future image of the metropolitan Core Area of San Jose. They have also defined the functions that would re-establish the City as the cultural, financial, commerical and entertainment center of the South Bay region. The Committee expressed equal concern about the function of the urban core, and how and through what means their goals can be realized. The Committee believes, however, that the basic tool San Jose must use in revitalizing the Core Area is the creation of an inspiring image of definite identity. In addition to functional considerations, this image must be established in terms of form and in terms of urban design.

The Core Area of San Jose is well underway to becoming the cultural center for the region; the construction of the new library and community theater, and future plans for an art gallery and museum center, a new drama theater, a children's theater, and a band shell, and rehabilitation of the Montgomery theater are strong expressions of

San Jose's interest on becoming the cultural center of the South Bay region. The realization of these objectives will reintroduce both a festive image and an active night life to the Core Area of San Jose.

The construction of a regional financial center in the Core Area is also well underway. Several bank buildings and related offices are part of the Park Center development. The image of this financial center will be one of high quality. The complex will become a very active daytime environment, created through open spaces that are grouped around buildings of identity. The image of the financial center will gain added strength through the fact that its components were designed in relation to each other, as a group.

The San Jose Goals Committee expressed its desire to enhance San Jose's Core Area through maximum vertical development. The planned bank-office structures in the Park Center Project are the most recent examples of this trend which began in 1907 with the construction of the Wells Fargo Bank.

In addition to the banking and office development, major efforts are being made to attract business conventions, and through these conventions, tourism. Tourism might enhance opportunities and provide a financial basis for maintaing elements of historic continuity within the Core Area of San Jose. Tourism could help to pay for preserving sites of historic

significance and to express San Jose's heritage. The Goals Committee has recommended the utilization of all opportunities to emphasize the community's cultural background in the design of public facilities and parks.

It is expected that commercial development will follow the concentration of financial and convention activities. Business generated by the new office buildings will result in a demand for secondary office space and service and retail facilities. Such demand could help foster the rehabilitation of existing, deteriorating structures as well as the construction of substantial amounts of new space. This demand for newer, higher quality space offers a tremendous opportunity to re-create the Core's image as a lively retail center.

The Goals Committee has further expressed the desire that the Core Area of San Jose provide a regional entertainment function for the South Bay Area. Major facilities that would attract residents from the region during "off-business hours" are already present or are planned. These entertainment uses will help bring the presently missing glamor and "night life" to the streets of downtown San Jose.

How can the Core Area of San Jose best accomplish all these desired objectives and at the same time acquire an "inspiring image"? The answer seems to lie in coordinated planning and sensitive urban design.

In addition to its new image, the Core Area will need improved access through an interrelated, and balanced transportation system. It will have to become a pleasant place to stay. It will have to have "an aesthetic variety of open spaces with emphasis on pedestrian comfort and convenience".

The major tools that the Goals Committee intends to use towards the accomplishment of this objective are the following:

Dedication of open space

Control of noise, safety and air pollution

Separation of vehicles from pedestrian movement

Preservation and development of streamside property for parks and recreation use

Availability and strong support of comprehensive plans

Utilization of public improvements as a stimulus for development

Effective architectural controls

Underground utilities

Coordination of signs and effective sign control

6.2 REGIONAL RELATIONSHIPS

Section Three reviewed how the Core Area of San Jose evolved, what the forces are that act upon it today and what shapes its present growth. In the following paragraphs we wish to discuss how the Core Area fits

into the region. What is its present image? What are the major activity centers of the region and the Core? How is the Core accessible? What are the linkages that serve as entrance corridors to the Core? What are the auto experiences while passing through these corridors? What are the gateways that mark arrival in the Core?

We recorded the "fixes" and evaluated urban design opportunities. We noted dominant elements of the Core: buildings of substance and architectural and historical significance. We evaluated the present environment and our impression by day and at night. We noted significant landscaped areas, pedestrian areas and open spaces. We observed vehicular circulation patterns and noted the parking system.

Our analysis resulted in identification of places (loci) of identity and of future promise. We then attempted to define the design determinants that will most influence future planning for the Core of San Jose.

The San Jose Metropolitan Area is enhanced by three major natural features. To the north are the shores of San Francisco Bay, to the west extend the Santa Cruz Mountains, and to the east rise the foothills of the Diablo Range. The general area around San Jose is flat. In addition to the mountain ranges and the Bay there are only a few natural

features that articulate the land. Notable to our study is the Guadalupe River which skirts the Core Area to the West and Coyote Creek passing through San Jose further east.

The most significant organizing elements in the region are the freeways. The Core Area is located strategically at their intersections, and is perhaps the most accessible part of the South Bay region. The major transportation routes that traverse Santa Clara Valley are the Bay-shore Freeway passing from northwest to southeast, the Nimitz Freeway (Rt. 17) skirting San Jose in the northwest and the partly completed Junipero Serra-Sinclair and Guadalupe Freeways. Both of these latter freeways will border the Core Area of San Jose and will become strong physical boundaries.

The San Jose Core Area can hardly be seen from most of these regional transportion routes. The image of downtown San Jose from a distance is marked only by the sixteen story Bank of America buildings at the intersection of Santa Clara and First Streets. In addition to this prominent landmark, the telephone building and a massive gas tank denote the distant image of the Core.

The Core of San Jose must be regarded as a potential organizing focal point for the major activity centers of the region, both those in existence and those emerging. (See Activity Center map on following page.) The

MAJOR ACTIVITY CENTERS AND OPEN SPACE

MAJOR TRAFFIC ARTERY

MAJOR ACTIVITY CENTER

MAJOR PARK OR LANDSCAPED SPACE

0' 1000'

0 mi. 1 mi. 3 mi.

SAN JOSE CORE AREA STUDY

HART · KRIVATSY · STUBEE - PLANNING CONSULTANTS

closest such activity center outside the Core Area is the Santa Clara County Civic Center at Hedding and First Streets. The relocation of the Civic Center in 1958 deprived the Core Area of considerable activity and reduced the level of needed retail support. The future expansion of the Civic Center at its present location could act as a major antipole to the Core Area itself.

Not too far north of the Civic Center is another activity center. This includes industrial and office uses related to the San Jose Airport, and several motels. Recently, the Dillingham Corporation has announced its intent to establish a major commercial and hotel complex in this area. Both the Civic Center and the latter complex have strong image and generate activity patterns which must be recognized within the urban landscape of northern San Jose.

Another major activity center that establishes a strong image within the region is the Valley Fair Shopping Center on Stevens Creek Boulevard. This large shopping center chiefly serves the communities of Cupertino and Campbell, but also attracts a large number of shoppers from the San Jose Metropolitan Area.

Another major shopping center, similar to, but even larger than Valley Fair, is planned east of San Jose: The Eastridge Shopping Center will occupy 200 acres and will emerge as another complex of strong identity.

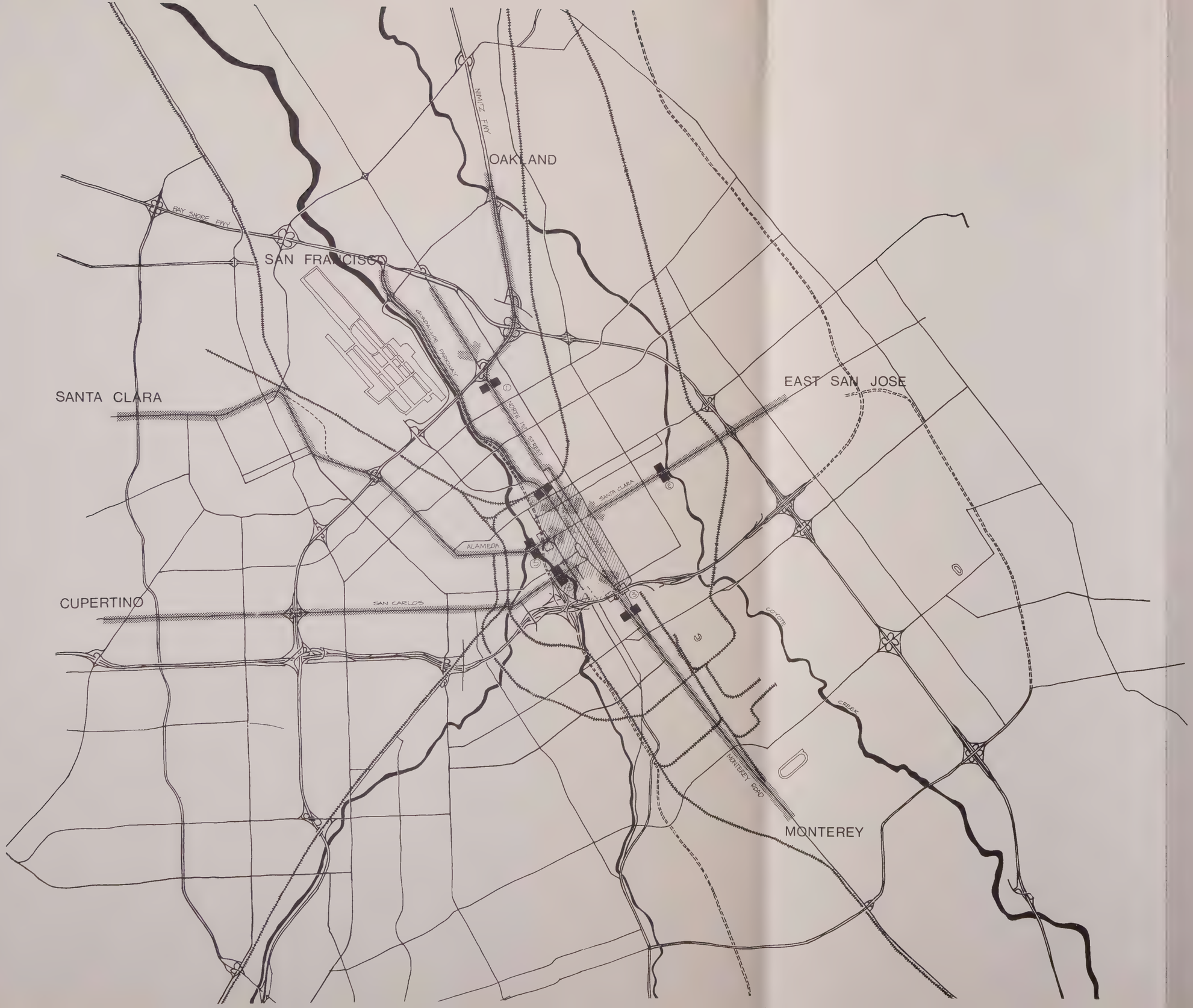
The development of the Valley Fair Shopping Center destroyed the regional retail center function of the Core Area of San Jose. The present emergence of the Eastridge Shopping Center reflects the fact that current county and city policy does not view the existence of easily accessible, vigorous shopping centers to be in conflict with a viable urban Core. Thus, the image of the Core of San Jose cannot be that of a competing shopping center.

In addition to the location of major traffic arteries, and the existence of other activity centers, the San Jose Core Area must be studied in relation to the open spaces and parks that represent permanent open space. As indicated on the Major Activity Centers and Open Space map, most public open spaces of regional importance are presently related to Coyote Creek. The San Jose Municipal Golf Course, Fred Watson Park, William Street Park, and Kelly Park are all part of this linear system of greenways. In addition, the area is served by the Emma Prusch Park, and there are plans to develop a regional parkway along Coyote Creek in the South.

The community of San Jose has expressed a strong desire to establish a more urban park in relationship to the Guadalupe River as it passes along the western perimeter of the Core of San Jose. It is unfortunate that this major open space coincides with the landing pattern of the San Jose Airport. Unless the flight-pattern is changed, or the airport

is converted to a general aviation facility, handling only smaller craft, the Park of the Guadalupe will not be as enjoyable an outdoor space as it could be without the interference of jet aircraft.

Regional access to the Core Area is currently provided by six major entrance corridors. These are Guadalupe Parkway, North First Street, Santa Clara Street, Monterey Road, San Carlos Street, and The Alameda. (See Major Gateways Map on the following page.) The Guadalupe Parkway is the newest entry route to the Core of San Jose. Just south of the Bayshore Freeway, the road passes through open fields. One can trace this path on the Auto Experience map. The traveler's attention is drawn to the airport activity, and the view of the air-control tower to the right. The limited access parkway is articulated by the stanchions of the power-line that run along the right-of-way. After crossing Highway 17 the road passes the Civic Center complex to the left. The parkway then runs through wooded land. On the railroad overpass the driver is high enough to view the city skyline. However, upon reaching Julian Street the skyline is again obscured by the new courthouse and several office buildings. The new view is of the dome of St. Joseph's Church and the city park beyond. Proceeding south along Market Street the view of the Bank of America Building is reintroduced as the most dominant element of the skyline.



MAJOR GATEWAYS AND ENTRANCE CORRIDORS

- CORRIDOR
- GATEWAY
- POTENTIAL GATEWAY
- ① CIVIC CENTER
- ② COYOTE CREEK BRIDGE
- ③ VIRGINIA STREET AND SINCLAIR FREEWAY
- ④ GUADALUPE RIVER
- ⑤ GUADALUPE RIVER
- ⑥ RAILROAD OVERPASS

0' 1000'

0 mi. 1 mi. 3 mi.

SAN JOSE CORE AREA STUDY

HART · KRIVATSY · STUBEE – PLANNING CONSULTANTS



AUTO EXPERIENCE

- HIGHRISE BUILDING
- LOWRISE BUILDING
- LANDSCAPED AREA (TREES)
- OPEN, UNDEVELOPED SPACE
- P — PARKING LOT
- ELEVATED ROADWAY

0 1000'

0 mi. 1 mi 3 mi.

SAN JOSE CORE AREA STUDY

HART KRIVATSY STUBEE - PLANNING CONSULTANTS

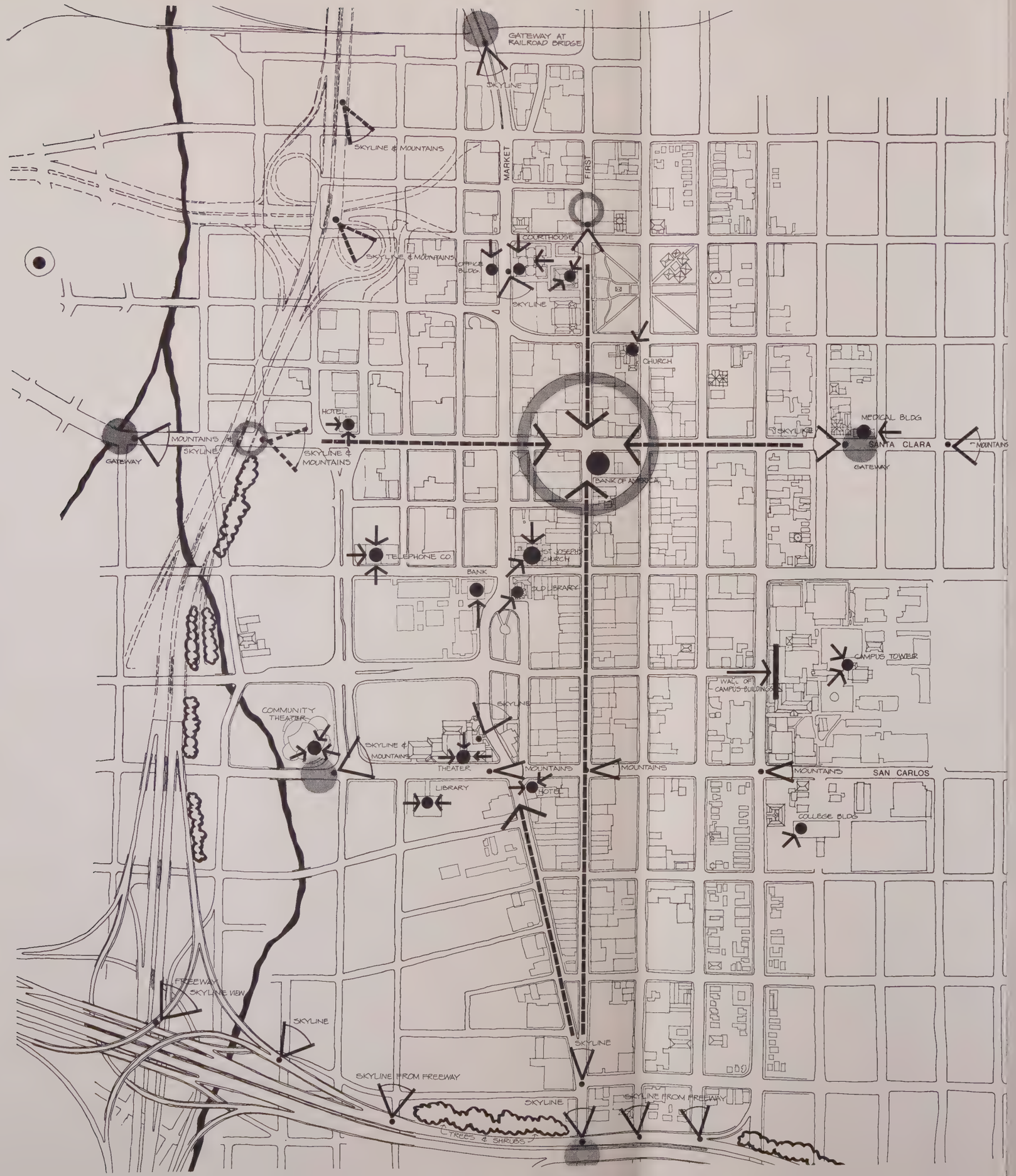
North First Street is perhaps the best most frequently used entrance to the Core Area from the north. The visual experience along this route is varied. After emerging from under the Nimitz Freeway overpass, a major gateway from the north, the traveler passes the Hyatt House complex. To the right the Civic Center complex appears, with the Svenson Building as the tallest element. Far ahead, the Bank of America building is distinguishable, the identifiable landmark of the Core of San Jose. Unfortunately, this sense of direction is lost by the abrupt switch of the entrance route from First to Second Street. It is lost because the element of "reference" is removed from view. Only at St. James Square does a sense of place reoccur into the major references of Trinity Episcopal Church and the courthouse complex.

Proceeding clockwise, the next major entrance route to the Core is Santa Clara Street. This is the major traffic artery that links downtown with East San Jose. It is a straight, broad and unglamorous channel of movement affording limited experience. Traveling along this route, the first indication of having entered the city is the crossing of Coyote Creek. Subsequently, the complex of the San Jose Hospital appears to the right. Past the Hospital, the street is lined with commercial facilities that serve the adjacent neighborhoods. Attention is drawn to two major building masses: the twelve story medical offices at Fifth Street, and the prominent form of the Bank of American building at First. A pleasant interlude along this path is offered by an historic San Jose

church, west of the medical offices between Fourth and Fifth Streets.

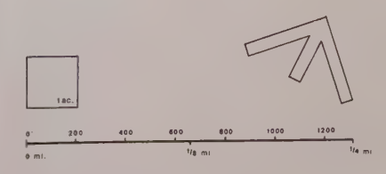
Another major entrance to the Core is Monterey Road from the south. This road follows the path of the old north-south route through the city. It represents a gradual approach to town, and passes through strip commercial uses. The planned underpass of the Sinclair Freeway along this route will become the sourthern gateway, and entrance point to the Core. Proceeding north, on this route, a less abrupt and more appropriate entrance point to the Core Area is Gore Park at the intersection of Market and First Streets. This triangular urban space provides views of prominent building masses along First Street and the emerging Park Center project. Because Market Street functions as a southbound traffic artery, entrance to the city plaza area will remain indirect, through First and perhaps San Fernando Streets. The Important Vistas and Gateways Map (on the following page) shows in detail the locations of the important urban views, mentioned throughout this section.

One of the two westerly entrances to the Core Area is San Carlos Street. This route connects the Valley Fair shopping center and Cupertino with the Core of San Jose. It is characterized by highway-oriented commercial uses. The only major landmark along this route is the Sears Roebuck complex at Meridian Avenue. The road is wide,



IMPORTANT VISTAS AND GATEWAYS

- GATEWAY
- POTENTIAL GATEWAY
- QUALITY URBAN VIEW
- POTENTIAL QUALITY URBAN VIEW
- POINT OF REFERENCE
- DIRECTION VIEWED



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and there is practically no planting along its right of way. Since is does not lead directly towards major building masses of the city, it does not offer a sense of direction. The gateway to the Core along this route is at the crossing of Guadalupe River. The completion of the Guadalupe Freeway will modify this gateway. This entrance offers a good view of the emerging Park Center project and the cultural center of San Jose.

The other major westerly entrance corridor to the Core is The Alameda. This route passes through a changing environment, where established residential structures have been replaced by professional buildings. Park of this route is lined by trees, and it offers a pleasant travel experience. Passing along this entrance corridor, the traveler first notes the telephone company building and, after turning left at Delmas Avenue, the Bank of America building. Perhaps this is the point that should be regarded as the gateway to the Core. However this gateway will also be modified with the completion of the Guadalupe Freeway and will move eastward to the Freeway crossing on West Santa Clara.

In summary, five of the six entrance corridors that lead to the Core Area are like many of those of a typical California community. In their present form they offer an urban design opportunity that should not be dismissed: conscious design statements could be made especially at the "gateways". These gateways should become parts of emphasis

where the Core Area establishes its image. Once having entered these "gates" the traveler could be exposed to a planned environmental experience that a regional Core such as San Jose demands.

With some effort the entry could be definitely enhanced. They could provide individual character and attractive appearance through the application of the following simple design tools:

Coordinated traffic and land use planning

Appropriate architectural theme

A landscape design treatment commensurate with the architectural environment

A program of signing and billboard design that is compatible with the Core of San Jose

These entrance corridors will have to be "designed" with the automobile traveler in mind and will have to offer an equally satisfying travel experience both entering and leaving the Core Area.

6.3 URBAN DESIGN OPPORTUNITIES AS MENTIONED ABOVE

Within the Core, we familiarized ourselves with all that is there today. We took an inventory of buildings of substance and of architectural or historical significance, we noted the landscaped areas,

pedestrian areas and open spaces of character and significance, and we took a closer look at the character of important gateways and observed the more attractive views and urban vistas. Our findings are illustrated on subsequent maps. Our visual observations are recorded on photographs that will be available to all concerned throughout the planning period.

Most of the buildings that are considered most substantial in the Core Area of San Jose today have been there over twenty years. With the exception of a few public buildings, and the Community Bank, and the Great Western Savings and Loan buildings, no major buildings were constructed in the Core during the past two decades. The most prominent structures that serve as visual "references" within the Core are the sixteen story Bank of America building, the Court House complex, St. Joseph's Church, the unglamorous mass of the telephone building, the twelve story medical building, and the large gas tank northwest adjacent to the Core. Equally important (and irreplacable!) are the buildings that have historic significance. They are valuable elements of historic continuity and local flavor and are worth preserving. These buildings are identified on the Significant Buildings map on the following page.

In addition to the buildings present, the urban renewal projects will introduce two major clusters of high rise buildings: One, at the Park



SIGNIFICANT BUILDINGS

- BUILDING OF HISTORICAL SIGNIFICANCE
- BUILDING OF ARCHITECTURAL SIGNIFICANCE
- BUILDING OF SUBSTANCE
- PARK OR IMPORTANT URBAN SPACE

1 sc

0 200' 400' 600' 800' 1000' 1200'
0 mi 1/8 mi 1/4 mi

SAN JOSE CORE AREA STUDY

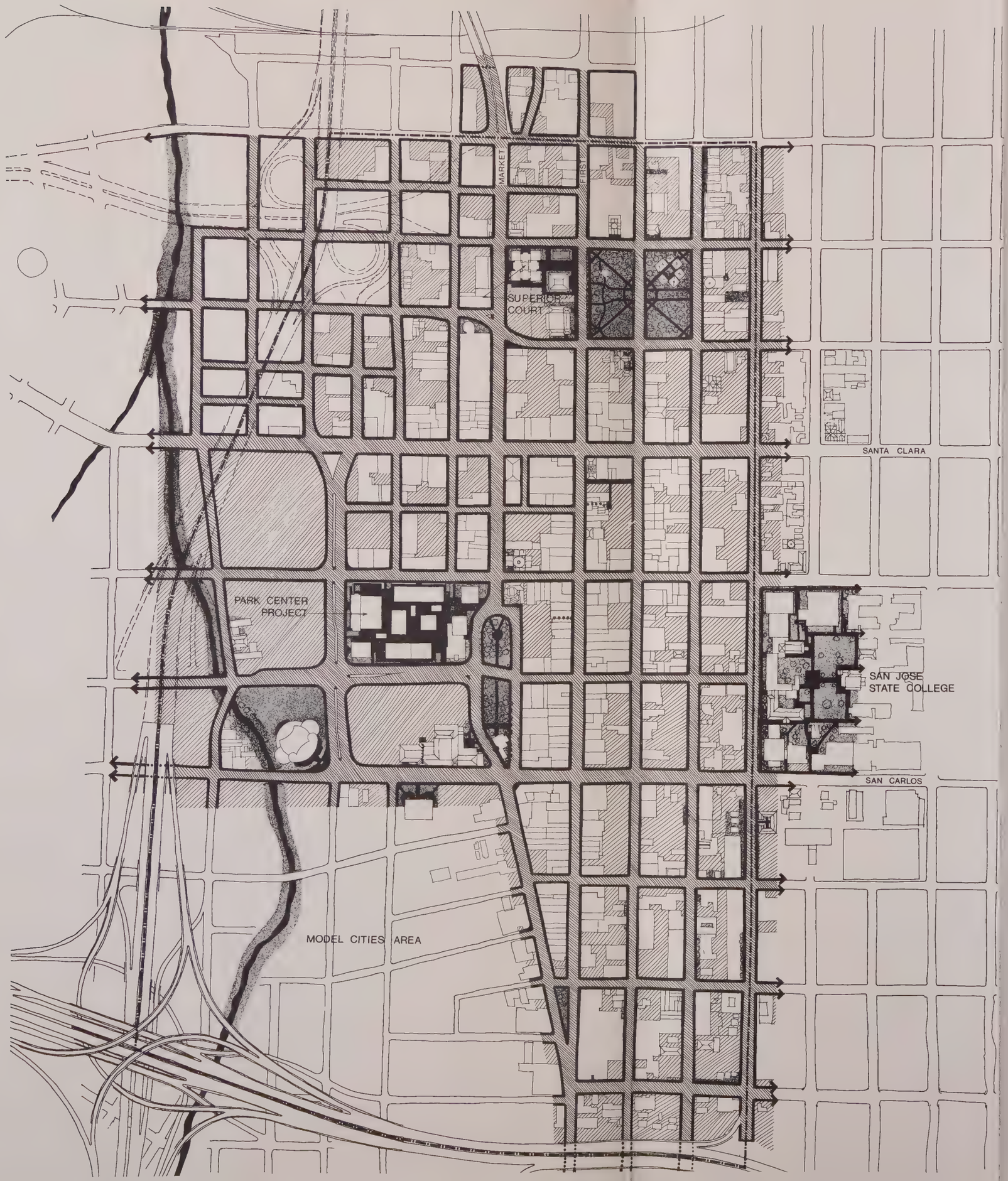
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Center Plaza project, and another within the San Antonio Plaza development. Each of these clusters feature tall building masses and related pedestrian space. According to the plans available today, there is no visible coordination between the architectural design of these projects. If current plns are realized, at least six 12-13 story, two 14 story and two 22 story buildings will be added to the skyline. This can be attributed to the lack of overall urban design objectives. The Core Area of San Jose has few quidelines for the design of such major projects.

Presently there are three landscaped areas that play an important role in the life of the Core Area of San Jose. These are the Civic Plaza, St. James Square, and the college campus grounds, which are shown on the Landscaped Areas, Pedestrians Areas and Open Space Map on the following page. Only two of these landscaped spaces affect the image of the Core: the grounds of the college campus are isolated from the community by a wall of buildings.

In addition to these historic open spaces a number of new, more urban public spaces are emerging within the planned redevelopment projects. The Park Center project features paved urban space; the San Antonio Plaza project will offer a combination of paved and landscaped public spaces. The most promising addition to the inventory of public open spaces in the Core Area is represented by the Park of the Guadalupe

LANDSCAPED AREAS, PEDESTRIAN AREAS AND OPEN SPACE



- LANDSCAPED AREA
- PEDESTRIAN WAY
- OPEN SPACE, INCLUDING PARKING
- STREET
- PEDESTRIAN UNDERPASS

1 ac.

0 200 400 600 800 1000 1200
0 mi 1/8 mi 1/4 mi

SAN JOSE CORE AREA STUDY

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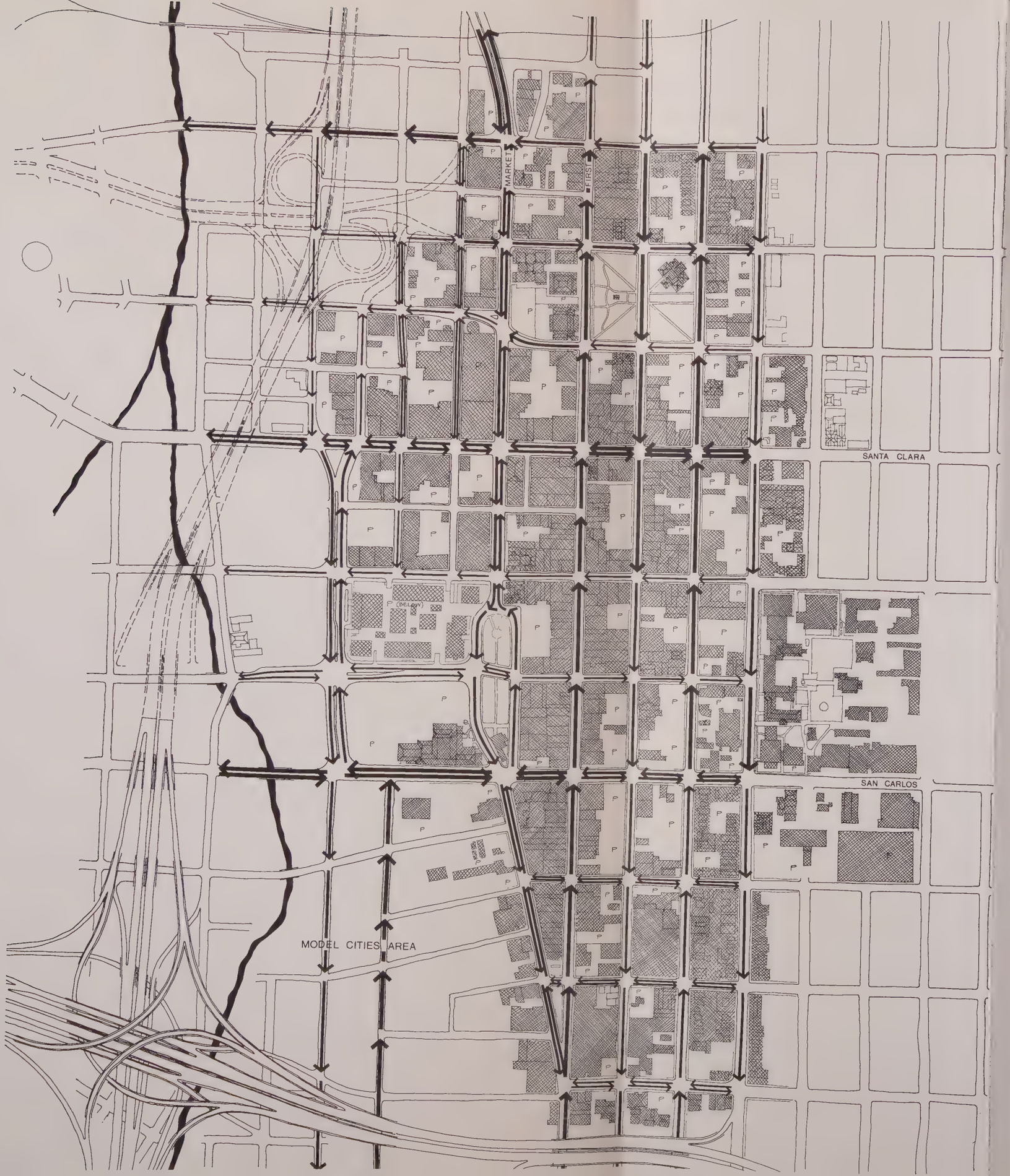
concept that would create an attractive outdoor park environment on the western perimeter of the Core.

Similar to most American cities, the Core Area provides typical channels for pedestrian circulation on sidewalks that parallel streets devoted to automobile circulation. Today, this circulation pattern is being challenged throughout the country. In San Jose an effort has been already made to create a pleasant pedestrian environment away from the roads: the Fountain Alley project was accomplished as a result of a joint effort of the citizens and the city government. Another attractive pedestrian space was created in connection with the new Court House building. It is hoped that future development plans will incorporate elements lending to a system of pedestrian ways and spaces that will weave throughout the Core Area.

The Goals Committee expressed a strong desire to separate pedestrian areas from vehicular circulation. It will be in keeping with the Committee's desire if the basic framework for a Core-wide pedestrian circulation system is delineated as part of the Core Area study. This system would be based on such considerations as the present and planned automobile circulation system, the location of existing and envisioned parking structures, and the location of areas of interest that would generate heavy pedestrian traffic.

Today, the image of the Core Area is strongly affected by parked automobiles. Parking is easy. Most of it occurs on the street or in off-street parking lots. Some streets within the Core have practically no building frontage for several blocks. This condition is shown on the Vehicular Circulation and Parking System map on the following page. "Frontage" is represented by parked automobiles.

This arrangement represents a considerable convenience for those who wish to park with ease in any area of the Core. Unfortunately, the vast areas of parked cars have a detrimental effect on the streetscape. Pedestrian movement could be channeled through areas providing a more attractive environment, lined with shop windows and facades of buildings. There, they may enjoy a more pleasant, human atmosphere. The present pattern of strictly "automobile" and mixed pedestrian and automobile streets should be replaced by separate systems of pedestrian ways and reorganized automobile circulation, pedestrian circulation within the Core Area could then become more pleasant. This more limited and concentrated pedestrian environment could be effectively enhanced through appropriate landscaping and lighting.



VEHICULAR CIRCULATION AND PARKING SYSTEM

TRAFFIC VOLUME PER DAY

- 0 - 7999 CARS
- 8000 - 11999 CARS
- 12000 + CARS

BUILDING MASS

P PARKING

OPEN SPACE

1 ac

0 200' 400 600 800 1000 1200

0 mi 1/8 mi 1/4 mi.

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6.4 URBAN DESIGN CRITIQUE

A review of the Core Area of San Jose reveals the following major shortcomings in the area of environmental design:

There are very few landscaped setbacks and court yards.

There is an abundance of waste receptacles, but only a minimum of other street furniture.

Though Fountain Alley represents a good beginning towards the creation of more attractive pedestrian spaces, there is a scarcity of inviting pedestrian areas within the Core.

Lighting is mixed within the Core; some of the old fixtures are replaced by new, high intensity mercury vapor lights that are designed for the automobile and are not compatible with the pedestrian scale, and a more human environment.

The streets are cluttered with signs.

The storefronts are "facades"; they are often inconsistent with the design of the building they are part of.

Traffic signals are often placed where they are deemed to function best, without consideration of their environmental design implications (El Paso).

The adopted Spanish style is applicable in the cases of one and two story buildings, but it might become inconsistent with the scale of a modern, metropolitan urban core.

The predominance of pleasant colors is missing from the Core Area. The gray asphalt surfaces dominate the land, and the buildings cannot compete with this dreary influence.

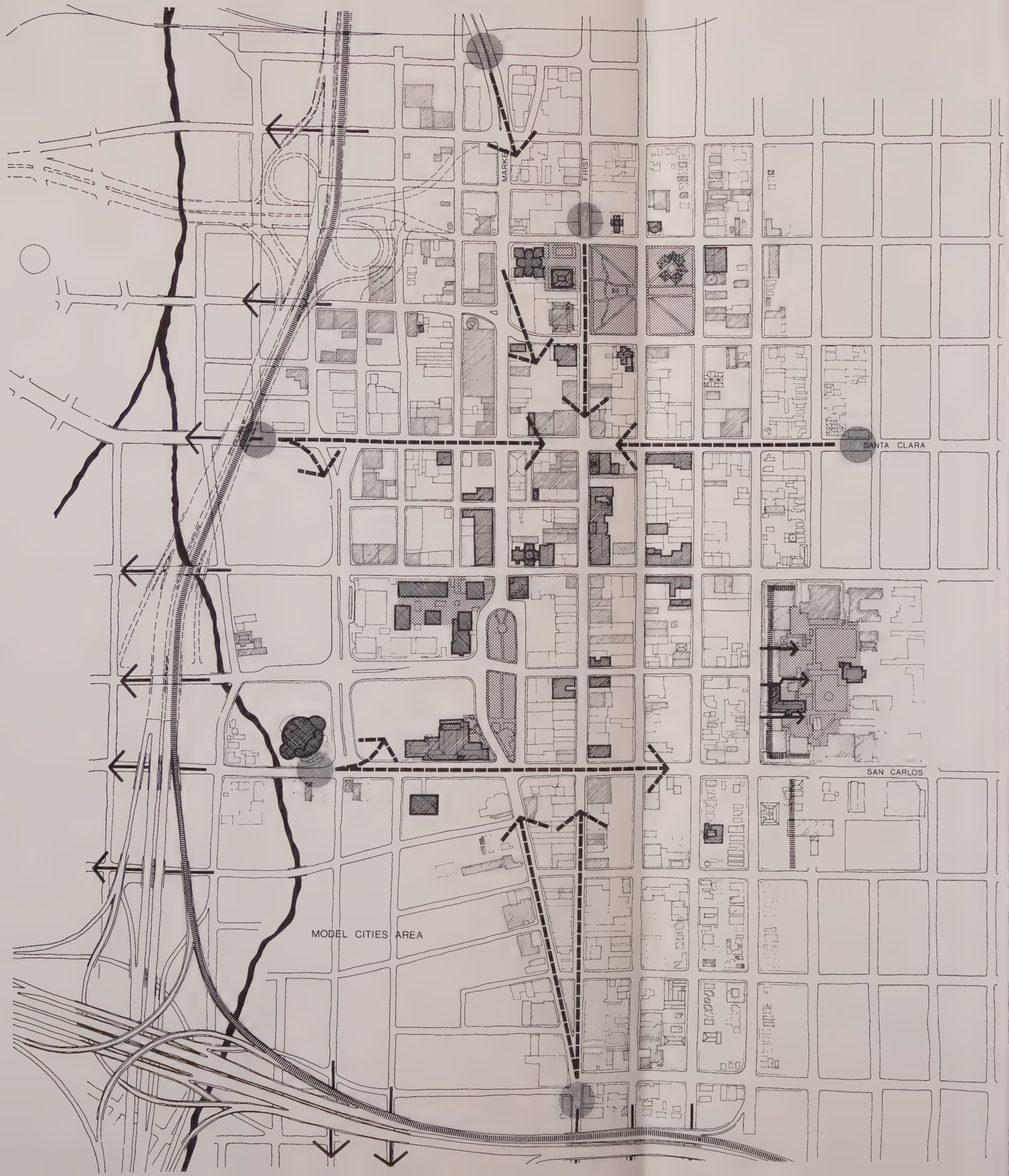
There is a very obvious lack of landscaping within the Core. There are virtually no trees on the downtown streets except in the residential areas. Accordingly, there is hardly any shade or protection from the sun for the pedestrians or even the parked automobiles. There are only a few arcades or canopies and only some of the areas are sheltered by canvas awnings in front of the stores.

The only structure within the Core Area is represented by the conventional grid system of the streets. The "main drag" is First Street between Santa Clara and San Carlos Streets. The streets running from east to west offer the view of the mountain backdrop both to the west and to the east. This offers a welcome sense of enclosure. The north-south streets are less interesting; they are straight, and unarticulated. At night, when the new lighting fixtures dominate the street scene, they have a deadly appearance.

Architecturally, the downtown streets are dominated by the "store-front" image. Building materials are brick, stucco and glass; roofs are often covered with tile, and buildings are frequently articulated by arched windows. It is expected that with the new building technology,

the predominance of local building materials will change. It is hoped that if such a change must occur, it will be brought about with due respect for San Jose's historic tradition, as well as with respect to the total microclimate.

The Core Area has the potential to become an urban space of interest and identity. A systhesis of the urban design elements are expressed. On the following map, we have noted the design determinants that should be valuable in planning for the image as well as the functional layout of the Core Area of San Jose



DESIGN DETERMINANTS

- IMPORTANT LANDSCAPED OPEN SPACE
- BUILDING OF IMPORTANCE
- BUILDING OF SUBSTANCE
- IMPORTANT VISTA
- GATEWAY
- POTENTIAL REDEVELOPMENT AREA
- PHYSICAL BARRIER
- ACCESS POINT OR UNDERPASS

0 200 400 600 800 1000 1200
0 mi 1/8 mi 1/4 mi

SAN JOSE CORE AREA STUDY

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APPENDIX A

LIST OF REPORTS AND PUBLICATIONS REVIEWED AND EVALUATED

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